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Does Such a Condition *Benefit the Industry?

Sales to Irresponsible Truck Operators Ruins Dump Truck Business for Responsible Concerns. Overloading and Price Slashing Follow in the Wake of Forced Selling in Philadelphia

By Albert G. Metz

Por some time past Philadelphia was considered a good market for the dump truck. With the tremendous amount of excavation work and building construction going on because of the building of the Broad Street subway, the Delaware River bridge, and the Sesqui-Centennial site, with its numerous buildings, a huge stadium, etc., dump truck operators were assured steady work for some time to come. The sun was shining on the sales fraternity in Philadelphia, to be sure. Dump trucks were in great

demand. The big projects under way in this city called for lots of heavy duty trucks. There was plenty of business ahead for the salesman as well as the operator.

But today the dump truck business in Philadelphia is in a chaotic state. The sun isn't shining so brightly. Selling dump trucks is no longer the easy job it was some time ago. And this all came about because the market was oversold.

The two evils which were directly responsible are:

Gross Overloading Too easy credits

At a recent meeting of the Motor Truck Association of Philadelphia, this situation was thoroughly aired. The facts in the matter are that the golden opportunity which existed in the gigantic construction program under way was ruined by the entry of hundreds of new operators into the field. Some of these late comers had only a few hundred dollars invested

in each truck and in some cases nothing at all. Some had to borrow money to obtain their license plates.

Carrying ten tons on five-ton trucks naturally brings about excessive cost of operation. The renting of five ton trucks with an understanding that eight or ten tons will be carried for the price agreed upon for the five-ton truck is a vicious form of competition.

Easy credits resulted in the sale of a large number of trucks to inexperienced and irresponsible operators who

> had no knowledge of the cost of operation and who, therefore, solicited work at less than cost. And when the inevitable smash came the dealers and branch houses were holding the bag.

> Truck owner after truck owner added his bit of testimony during the meeting. Platitudes and oratory were omitted. Experiences were recounted and opinions given with emphasis and conviction.

"Overloading is the main factor in the excessive cost of operation of dump trucks," one operator stated. "Two and one-half years is the average life of a dump truck here. There are 625 working days in that time. That means a depreciation of \$7.50 per day. It costs \$21.50 a day to run a five-ton dump truck."

"Overloading breaks the trucks, breaks springs, runs off tires, breaks the streets and causes accidents," another speaker testified. He told also



of salesmen who boldly recommended overloading of 100% reciting that one salesman had offered to get him a contract to haul 3 yards of dirt to a load on a two-ton truck. "How much will the three yards weigh?" he asked the salesman. "Four tons," was the answer. "For hauling four tons on a two-ton truck a distance of six miles I was offered \$1.80 a trip. The salesman wanted me to buy more trucks to take a job like that. I said no. But I guess he found some one to take it."

Ten-ton loads carried regularly on five-ton dump trucks were mentioned by another speaker. He called attention to the fact that every trip was a violation of the State law.

Accounts of sales sounding like fairy stories rather than real business transactions were recounted one after another by different speakers. Scores of trucks were sold with a down-payment of one or two hundred dollars per truck and in some cases with no down-payment at all, according to the owner-operators present.

The Lure of False Prospects

"Trucks sold for nothing down ruined every job they went on in the city," one owner said. "They came on the Subway job and took work away from established owners by cutting prices to less than cost. But what did they care? They did not have any money invested in their trucks. They could keep going for two or three months and then the trucks would be taken away from them but they did not lose anything."

A contented owner of one truck, who lost everything he owned by unwise expansion of his business at the solicitation of a truck salesman was mentioned. He had the one truck all paid for, as the account goes, and was making a satisfactory living. "Buy three of our trucks and be the manager of your own fleet," was the plea made by the salesman. The lure of large prospective profits and the natural pride in the thought of being the owner of a fleet caused him to make the venture. Within a few months he was broke, in debt, with a wife and several children to support making his plight no easier. And the dealer had the three trucks back on his hands.

The fact that dump trucks with pneumatic tires were running 100 miles a day for \$21 on a certain road job was

brought out by another owner as evidence of the extent of the demoralization of the dump truck hauling situation. He challenged any of the several tire dealers present to show how it was possible to run a dump truck on pneumatic tires for 21c a mile. None responded.

Responsibility for the sales conditions in Philadelphia was placed on the factories by dealers and branch house managers in conversation with Mr. Miller, president of the association, who reported the result of his investigation of conditions on behalf of the dump truck men.

"The local dealers are helpless in many cases," Mr. Miller said. "Many have told me that they fully agree with our complaints about selling to irresponsible men but they say that the factories demand increased sales. We must get to the presidents of the manufacturing concerns for relief."

Elimination of "Loading" Advocated

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The elimination of "loading" of prices to take care of loss on trade-ins, a discount of 10% to purchasers for cash and an additional discount of 10% for sales without trade-ins was advocated by Mr. Miller.

"We should wear our trucks out and then throw them away. If we did this the manufacturers could reduce prices and trade-in at real value. I have heard that truck prices are loaded as much as 20 to 25% by some manufacturers to take care of trade-ins."

"The saving of interest charges on time sales is not inducement enough for a truck purchaser to pay cash. But a 10% discount would be an inducement. A similar inducement should be given for sales in which there is no trade-in," Mr. Miller concluded.

A summing up of the situation by a truck salesman who stated that "we need a better quality of buyer and we need a better quality of seller" was received with applause.

A demand for immediate steps to curb the overloading evil by police action brought about a discussion as to the authority of the city police department and the State Highway Motor Patrol. The overloading evil will be called to the attention of the State Registrar of Motor Vehicles by a resolution passed at the meeting.

Cummins Bill No. 1734 Apt to Die in Committee

WITH the close of the Senate I. C. C. Committee hearing into the Federal regulatory Bill No. 1734, concensus of opinion indicates that the status of the bill is more dubious than before. Every session of the hearing was marked by able papers presented by adherents pro and con. An average of 150 persons attended the meetings, representing traction interests, bus lines, railroads, truck owners and users, shippers, organized labor, organization officials, bus manufacturers and other departmental dignitaries. While truck interests were not given an opportunity to present their representatives in the earlier sessions an opportunity for expression was offered later. Summarily, truck interests had the edge, being equipped with carefully prepared data, and astute and able representatives.

Much credit for the powerful way in which the truck angle was presented at

this meeting, goes to T. F. Barry, executive secretary of the Merchant Truckmen's Bureau, of New York, and the National Team and Motor Truck Owners Association, Inc. He expended considerable time, effort and patience in engineering his part of the program in a smooth, orderly and effective manner.

In addition Mr. Barry furnished the members of his association with detailed daily bulletins after each day's session. The bulletins were complete and handled in a masterly style.

Harold S. Shertz, Philadelphia attorney specializing in Interstate Commerce Commission law, was engaged to bring out various arguments of the truck interests against this bill. His address was one of the features of the meeting. As Mr. Barry aptly described it, "He took the committee members on an educational tour through the tangled paths of common carrier, private carrier and con-

tract carrier decisions, deftly bringing home damaging arguments against the necessity, constitutionality and lop-sidedness of the proposed measure."

Mr. Barry reports that advices now emanating from Washington give the impression that Bill 1734 will never be reported out of committee this session. It is believed, however, that a separate bus bill will be introduced when Congress convenes again in the fall. Every indication is that the Congress, as a result of the hearing, is perfectly willing to study truck regulation for another year before any attempt is made to pass legislation deemed suitable. Other conspicuous speakers were the following:

State Senator Samuel Lipp, of Ohio, representative of the Ohio Association of Commercial Haulers, vigorously assailed the measure and provided an entertaining two hours of intensive verbal fire works. Mr. Lipp on several different occasions made his opposition of the bill strongly apparent by his oratory.

The testimony of John N. Gillespie, acting president of the International Brotherhood of Teamsters, Chauffeurs,

(Continued on page 30)

Boosting Repair Business

Two Successful Methods for Attracting Business and Increasing Goodwill

By H. Lionel Williams

MANY dealer service stations fall down on the profits because no attempt is made to flatten out the production curve. Some months there is hardly enough work to keep the place going; in others overtime has to be paid. The secret of the paying shop is a steady flow of business the year round, and that means the service manager must get out and dig up work for the otherwise slack periods.

In St. Louis, Mo., the Tate Motor Co., Inc., dealers in Dodge and Graham Brothers motor vehicles, faced this condition. To remove it, two methods were adopted, first applied to the automobiles and now extended to the trucks.

First there is the monthly specials plan. This consists of fixing a specially low price for one or more repair jobs for one month only. In January of this year, for example, the chosen job was decarbonizing and tuning the engine. On a 25 per cent reduction in the price the number of jobs was increased to 360 as against 78 for the previous month.

Brakes-Refinishing

For February there were two specials, one the relining and adjusting of brakes, and the other for a lacquer refinishing of bodies.

The form letter illustrated shows how

these specials are presented to the vehicle owners.

Equally effective in attracting business is the hiring of special vehicles to replace those brought in for repair. The inauguration of this scheme revealed at once how many people operate their vehicles far past the time when they should be brought in for repair or adjustment. More so than the private automobile, the commercial cars being a direct money-earning property, are kept in use as long as they will plug along on a few cylinders or can be patched up with insulating tape.

These people can now hire a used demonstrator truck a few months old, at the following prices:

Dodge Brothers truck, 10c per mile, minimum charge \$6 per day.

Graham Brothers 1-ton truck, 12c per mile, minimum \$7 per day.

Graham Brothers 1½ ton truck at 14c per mile, minimum charge \$8 per day.

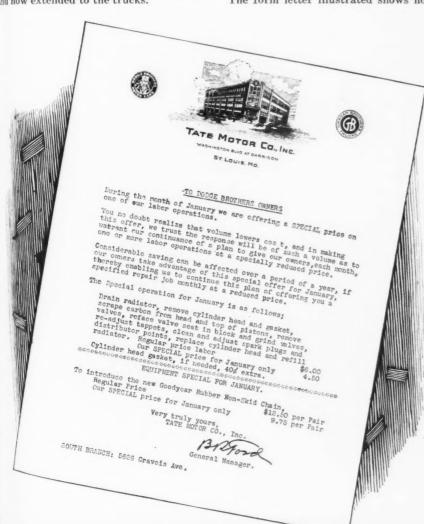
Salesmen's cars likewise can be hired at 10 cents a mile, with a minimum of \$3 per day, as long as their own machines are in the repair shop. In no case need they return the vehicles to the company's premises until their own machines are ready for delivery.

Actually, rentals are less called for by truck owners than by the private car customers. This is due to the fact that truck repairs can be effected overnight, without any extra cost for night labor to the truck operator. This itself is a feature that has done much to popularize the Tate repair station with the Dodge and Graham owners of St. Louis.

An added attraction of the hire service, that does not appear on the surface, is the practical elimination of the "lend-me" pest. All dealers know this type of operator who borrows vehicles to replace those in the repair shop, keeps them over-long and treats them badly. This type of customer now has the opportunity of paying for this privilege and the station manager no longer has to think up excuses for not obliging him

with a loan.

The River Forest Motor Coach Company has been licensed by the secretary of state. It has headquarters at 10 North La Salle street, Chicago. Capital stock has been fixed at \$20,000. It is proposed to operate a fleet of motor buses and also handle freight and express by trucks. The promoters are John Maloy, Michael Long and William Cunningham.



This letter brought in 282 jobs over the previous month

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Jour Aids To Profits in the Service Department

By H. Lionel Williams



ORE than 50 per cent of the Dodge Brothers cars and trucks in this territory come into the Edwards Motor Co.'s service station every month. The Edwards Motor Co. are the local Dodge dealers at Milwaukee, Wis., and this large volume of service business is due to the scheme of "monthly specials" which they have adopted.

Two years ago they decided to offer one or more service jobs each month, at a price reduction of half their profit. In many cases the amount of business was doubled and even trebled during the first few months, and the second year showed an increase of 50 per cent over the first year, with a 50 per cent larger mechanical staff.

In addition to this, 90 per cent of the service customers have other work done while their cars are in for the special, or make additional purchases.

One indirect benefit to the company is an actual reduction in the cost of performing the various operations. For example, no time is lost by a mechanic

in going between the job and the stockroom for parts and materials for specials. All parts needed for "specials" are grouped in boxes, by the stockkeeper, and handed out as job units.

Under the flat rate system the mechanics on this

Merits Po	ints
On time	2
Personal cleanliness	3
Clean work, bench and car	
space	5
Adopted suggestions	15
Additional work, reported and	
sold	3
Passenger car, prospect sold.	35
Commercial car, prospect sold	25
Starting bonus	100
Demerits	
Carelessness	15
Day absent	7
Comeback jobs	10
Job cards not properly	
punched	5
Tools not returned	9
Lost or broken tools	35
Cars not cleaned before	
delivery	25
Jobs not properly complete	12
Lubrication tags not placed on	
cars	10
Seat covers not placed on cars	9
Cars damaged	25

work receive about one-third of the ordinary retail price of the job. In fixing the special price the company cuts its own charge in two, the exact amount varying with the proportion of the material cost to the total profit.

This fixing of special jobs for low prices is not the hit-and-miss proposition it might seem to be. At its inception it was based on the replies to a questionnaire through which the owners chose the jobs they preferred to have done. The first four specials chosen were as follows, in the order of their popularity.

1. Reline Service Brakes.

2. Clean transmission and differential and install new grease.

- 3. Clean Carbon and grind valves,
- 4. Rebush front end complete.

In addition to the service jobs, the Edwards Motor Co. offers equipment items at special prices, for the month, such as tires, snubbers, tire chains, a motometer with lock. Price reductions on these vary from 18 to 25 per cent, generally, but on tires much less.

A striking commentary on the success of this scheme, and its value to the car and truck owner is afforded by the reductions made in the charges from time to time. In the rebush jobs the first price \$21.00 regular, \$14.75 special. Six months later these were cut to \$15.55 and \$11.95 special, and in another six months to \$14.75 and \$10.95 respectively, and this without reducing the net.

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Keeping Track of the Work

Overheads dissipate profits and the elimination of leakage is as important as increasing the income.

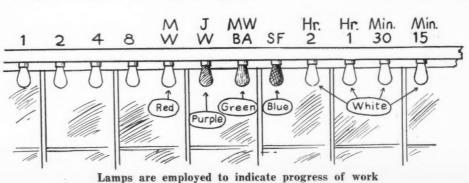
Following the well established custom of large automobile dealers, the Edwards Motor Company maintained a complete visible service card record, giving the dates, job numbers and amount of each service operation performed for each customer.

If a customer made a complaint regarding a specific job, or regarding the general repair costs on his car, it was necessary to refer to this service card file to secure the job number and then refer to another file to secure the jobs in question which were filed under their proper numbers.

By eliminating the card record entirely and filing the customers job cards under his own name, each customer having a separate folder, it was found possible to eliminate one clerk and give instant access to the job card itself, rather than to a card record which gave

merely the cross file information to the job card filed.

On the outside of each folder, which is 9% x 11% inches in size appears the type of vehicle, new or used, date of delivery, salesman's name, addresses of owner, in addition to the



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Exterior and interior views of Edwards Motor Company, Milwaukee, Wis.

owner's name under which the folder is filed.

In this folder is filed the job card on which all work is itemized and extended. What this job card covers will be best understood if its application is followed through from the shops.

When a car comes in for service, a job card is made out in triplicate and the order signed by the customer. The original order is filed in the office, the duplicate becomes the customer's invoice and the triplicate, which is made of stout cardboard, is placed in the car.

Before this is done, however, the detachable tag which forms part of the card is torn off and attached to the car, and a stub with the job number given the customer as a claim check.

Thereafter the card forms a permanent record of the work done, the cost, by whom inspected, date delivered, mechanics doing the work, etc. On the back of the card is a time analysis showing cost of labor and cost to customer, and an actual clock record.

All quotations on these forms are for time only and parts are re-requisitioned separately. In all cases, numbers of parts requisitions are listed on the job cards, so that at any time the minutest details of any job can be secured, by merely turning up the name of the owner in the folder file.

Flat Rate System

An interesting extension of this system is the issuance of job cards for all new cars as soon as they are shipped by the factory Mechanics are paid on a flat rate basis for everything they do on the premises, whether it is moving a car from the stock room on to the showroom floor or moving it about the shops. All these things are recorded on the job cards, and the cards are renewed twice a month on the pay days so that the mechanics' time and job allowances can be entered on the books.

It will be seen that this arrangement keeps a constant tab on the demonstrators and sale cars and their history from

the time they arrive at the company's premises is an open book, even to the number of times they are washed.

Pepping Up by Bonus

Considerable benefit has accrued from the introduction of a bonus system in the shops. Every two weeks \$150 is distributed, among the mechanics, and all but three get this bonus.

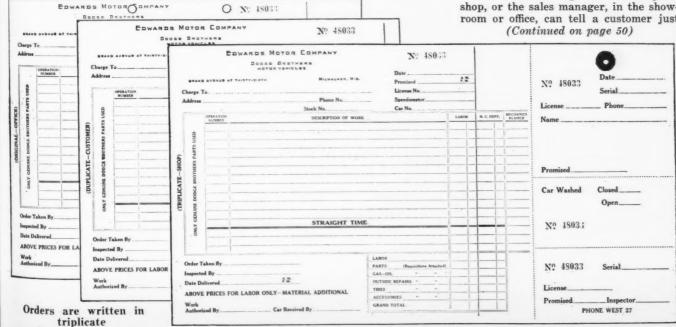
At the beginning of each period, each man is credited with 100 points. Additional points can be secured or deducted in accordance with the list given on the previous page.

The three men with the lowest score at each half month get no bonus, and the men make strenuous efforts to escape this fate, not merely on account of the money involved but to maintain their standing with their fellow-workmen.

From the improvement noted since the adoption of the scheme, the manager considers the expenditure of \$300 a month more than justified.

How Long Will It Take?

The service manager in the reception shop, or the sales manager, in the showroom or office, can tell a customer just



Transportation vs. Specification Merchandising

True Truck Merchandising is Predicated on a Knowledge of Transportation. Superfluous Information and Specifications Alone Are Not Sufficient

The Salesman as an Investigator

By Martin J. Koitzsch

HAT is the difference between a successful and indifferently successful salesman? The answer is—transportation knowledge with specific information in particular cases as against superficial knowledge and general carelessness.

Why is it that for every successful salesman there are five who just about manage to eke out an existence? The answer is simple. If a true analysis of individual qualifications were compilable, it would disclose a preponderance of the superficial type of salesman. It is, therefore, manifest that the successful salesman possesses certain sales attributes worthy of cultivation. Of course, experience will eventually coach embryo salesmen as to the best methods of approach, conference and finally con-summation of sale. But, why wait for experience to point the way, when the experience of others can be borrowed? This applies in particular to those men who fail, whether through careless thinking or inability to assimilate, to capitalize personal experience.

Introspection

There should be no doubt as to the selling requirements of a truck salesman, or any salesman, for that matter. It is within the power of everyone to determine just what these requirements should be by merely reversing the order and assuming the role of purchaser.

Assume for the moment that you are a purchaser, or better yet, try to recall the time when you purchased a large item of furniture for the home. A piano, washing machine or radio for example. After extensive shopping and study, you bought. While the particular make of the unit you purchased may have governed somewhat your decision, you will recall that invariably the salesman was a man who knew his business. He answered all your questions. He pointed out particular features. He showed you why the product he represented would better meet your needs. Briefly, he knew his product and he knew the serv-

ice to which it would be applied. He secured your confidence by his knowledge. In fact, he probably sold you without you really knowing it. He was a salesman.

Analagous

The same conditions apply in the truck business. If the salesman makes it a point to acquaint himself with the necessary knowledge to assume the role of a transportation adviser to meet the diverse problems of each particular prospect, he cannot help but achieve success. It is not at all unusual for a salesman to be called upon for expert advice every time a transportation problem arises. Nothing ledgerdemain or remarkable about it—a natural result of a natural process. These salesman have won the confidence of their patrons by transportation knowledge and the ability to apply it to particular needs.

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Briefly, truck merchandising is predicated on a knowledge of the transportation situation in addition to the specifications of the truck he is selling. Specifications alone are not sufficient.

Perception

After all, the truck salesman is a transportation salesman. He is selling a commodity that takes into consideration every detail involved in the movement of merchandise or passengers. For that reason, the seller of transportation upon seeing a certain prospect's needs considers treatment of the problem from the very moment an order has been placed by the customer. He then follows the order as it passes through the various departments until it arrives at its final destination. He considers the truck solely as a tool in transportation to be smoothly coordinated with the various activities connected with the movement of goods through the packing, shipping and delivery departments.

From this it is readily seen that a true study of the transportation function embraces every movement that takes place from the store salesman's counter to the final point of destination. It does not only involve outside delivery, which is to what the average salesman combines his approach. It includes the entire gamut.

The salesman who familiarizes himself with all the factors making up the entire delivery process, accumulates a fund of information that he can intelligently draw upon in his solicitation. Furthermore, each investigation brought to a successful conclusion further equips

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the salesman to analyze the delivery problem of his future prospects quicker and more comprehensively. He soon learns to grasp the fundamentals and uncover leaks with an uncanny eye. The salesman who has learned to extend his investigation beyond the bounds of the delivery platform eventually harvests the fruit of his efforts. Familiarity with his subjects enables him to carry on a free and easy conversation with his prospects that compels attention and conveys the impression that he is worth listening to.

Among the factors that the transportation salesman considers are: The cause of lost motion, absence of efficiency in performance, driver equation, needless repetition, routing, tariff classifications, lack of cleanliness, absence of organization and obsolete equipment.

Suggestion

The observant salesman investigating for the purpose of exacting greater economies in the delivery department of a prospective customer, will frequently find room for improvement in the handling of goods from the salesman's counter to the delivery platform. Noting where the points of looseness in movement occurs will enable the salesman to suggest ways and means for speeding up the entire delivery system. Since truck efficiency or performance is dependent on the dispatch with which trucks are loaded and discharged at destination, openings may be provided to suggest means for speeding up the driver's work to facilitate discharging loads in a minimum of time.

The investigator should also remember that no matter how perfect a piece of machinery may be, the driver in truck operation is after all, one of the prime controlling factors in vehicle performance. He, the driver, through carelessness, abuse, or wanton disregard, can easily boost delivery costs a few thousands in excess than is required. Looseness in the daily routine of lubrication and trouble finding inspection can also prove costly. Any concrete suggestion that the salesman may have to offer in this respect will also prove a stepping stone into the confidence of the prospect.

Correctness

Another very important angle frequently neglected by the operator is that of proper body equipment. Is the design of the body used by the prospect such that it will adapt itself to the particular line of business best? This is a primary consideration. If from the standpoints of capacity, appearance and advertising value, or loading ability, improvement can be made in new equipment, the salesman should make note of these facts. Another vital point to be borne in mind when deciding on a body for a vehicle is the matter of weight. The truck manufacturer always clearly states the maximum weight of the body allowed for in design of a vehicle with a given load. He also specifies the exact weight of the standard body that he is prepared to supply with a chassis. Price should not be

made a point of issue when deciding on body equipment. A low price, almost without exception, involves the use of poor material and cheap labor with a net result that the body is of inferior workmanship and invariably heavier than the allowable weight prescribed by the manufacturer of the truck.

Foresight

Should the weight of a certain body be 100 lb. in excess, the salesman can show the operator how he is spending needlessly almost \$400. For example, let us take 150,000 miles as the life of a vehicle. If it carriers through its life an excess load of a 100 lbs., it will have carried a total weight of 750 ton miles and, on a conservative basis of 5 cents per ton mile, the owner of the vehicle

will be a definite loser in the course of the life of the vehicle of \$375. saving of perhaps fifty or a hundred dollars in initial cost of the body in the face of this figure is indeed false economy and is sufficient to convince the average operator of the folly of low initial cost at the expense of total

ing proper supervision of the drivers' and vehicle performance, and of cost accounting to determine a standard of efficiency upon which to gage the performance ability of a truck or fleet of trucks. Summary From the foregoing, it is manifest that a salesman equipped to observe, check and capitalize these points in transportation cannot help but be successful. He knows more than mere truck specifications and body details. He cannot go astray in analyzing and discussing a cer-

Finally, a satisfactory sale implies an

analysis of internal handling of merchan-

dise, of routing and scheduling of de-

liveries with a view of eliminating con-

flict in service or organization, of obtain-

has his attention and respect. After all truck transportation is too important an industry to be handled only in a slipshod manner. Inherent mechanical achievement of a chassis can only be used to advantage through proper tie-up of every relative delivery activity.

tain customer's delivery problems. He

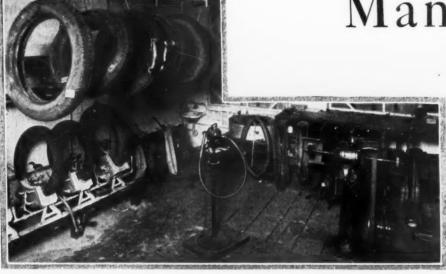
life cost. Another point in this connection which may be remembered is the fact that the manufacturer is constantly attempting to reduce the weight of the chassis commensurate with safety and efficiency to the lowest point by improved design and employment of better materials. The resulting economy of a low weight chassis, however, is lost when a heavy body mounted on it.

> One falls short, the other carries true



Many Baskets Sa How All-round Service Nashville Dec

Corner of the completely equipped tire repair shop. Note the various items





N Nashville, Tennessee, with its population of 119,000, Cliff Hancock had built up a very respectable solid tire service business with a turnover of \$248,000 a year. Being dubious of the possibility of any further appreciable expansion, like Alexander, he looked around for fresh worlds to conquer.

In June last he took possession of premises on the main street, a block away from his solid tire business. Gasoline tanks

were installed, the latest tire repair equipment put in, and a battery repair and charging room fitted up.

Between July 1st, 1925, and the end of January this year, his income from this source totalled no less than \$135,743.

That all this business has been secured in the face of strong competition is due to the details of service that spell the difference between a satisfied and a pleased customer, and to the judicious advertising methods adopted. In a business such as this it is the details that count.

Seventeen hour service is maintained in the gasoline and oil department. These necessities are dispensed in an open "shed." Above the front part of this section is a tire and rim store, and at the back of the building are the tire repair departments, the offices, and the battery station, covering a total ground floor area of 11,400 square feet.

Ten colored boys under two white superintendents form the day staff of the gasoline and oil station. Three steel curbs guide incoming cars into position so that they can drive straight out through the opposite door. As soon as a car comes in, one of the attendants, clad in regulation striped overalls, approaches and ascertains what type of service is required. If gasoline and oil, he supplies the gasoline while another attendant wipes off the windshield and fills the radiator as a little courtesy. After pouring

Where an Income of \$135,743 Came From

			Per Cent
Pneumatic tires supply and	repair	 	51.43
Gasoline and Oil supply		 	32.04
Battery repair and changing		 	6.02
Vulcanizing		 	4.09
Service shop and press		 	3.33
Accessories sold		 	3.09
Total		 	100.00

in the oil, any drippings are wiped off, and attention called to any apparent defects such as inoperative fan belts, etc.

Various kinds of gasoline are stored, totalling 3,800 gallons. Fifteen different kinds of oils, of various brands, insure the wants of practically every customer

Until recently the gasoline tank fillers were located inside the shed. Moving them outside and bringing them to one common filler cap on the curb, has not only economized space at the pumps, while the tanks are being refilled, but has resulted in a saving of 50 per cent of the fire insurance rate.

About 30,000 gallons of gasoline is sold every month, every drop of which is brought to the station in Hancock's own 425-gallon tank truck. Apart from the saving in transportation cost that this tanker represents, its advertising value is not inconsiderable.

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One of the most important parts of this business however, is the tire vulcanizing section. Inside, this is operated by three men, 1 vulcanizer, 1 assistant vulcanizer, and a tube boy. Road calls



One end of the battery room. Capacity 52 batteries

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Service is the keynote of Cliff Hancock. Patrons are promptly attended as they drive in

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every customer. If our service does not estisfy you tell us so frankly. Give us a chance to make good. We	Joh Finis	hed	If Additional W	ork is Necessary See Office For Instructions.		R'S Make		Madel	Lices	ise C	Customer's Order No.	DATIEN	
value your patronage and wish to hold it. Please do not expect us to	Coll No.	GRAVITY	VOLTAGE	INSPECTION	WOR	K DONE	AS SHOP	OWNBY		Date Customer fied Work Figir		NAME	
charge you less than our regular rate	1			POS.	B	material used				REMARKS		RECHARGE	
not used it or forgot to return it.		S. C. C. C. And C.		INS.	2	Hours Labor Days Rental					5	RENTAL	
HANCOCK TIRE CO.	4			JARS	O'Drawa Co	Recharge				,	RODUCT NO 22	REPAIR	
904-6-8 Broadway Nativille, Tenn.	6			CASE	Total As					Total PAID		В	527

Fig. 1. Facsimile of the four-part battery record used

are attended to by seven boys with Ford service trucks. This is one part of the business that does not pay cash dividends, the cost of maintaining the runner service being charged off at \$600 a month.

Each of the Ford runners is equipped with a full set of tools, jacks, gauges, etc., and a tank containing sufficient com-

pressed air at 140 pounds pressure to inflate five of the largest size in automobile tires. So that each of these vehicles can be kept constantly in service, spare engines and transmissions are kept ready for replacement.

In the repair shop, the equipment consists of a pair of compressors coupled to a large tank, one 9-tube vulcanizer, 4

case vulcanizers, a water test tank, buffing machine, a decompressor and a tire stripper.

The last-mentioned is a home-made affair that tears the rubber off casings, so that the liners can be cut up and made into boots at a cost of 2 cents apiece. These boots, after the application of a cement coating, sell for 75 cents each, and nine can be made from one old tire.

Scores of valve cores are saved by the use of the decompressor in emptying tubes of air after test and repair. Time is also saved because the tubes are properly emptied and can be quickly packed.

Keeping Track of the Repair Jobs

A Weaver tire spreador is kept in the reception shed so that covers can be examined in the presence of the customer. As the job is accepted a heavy green tag is tied to it, bearing the job number, name and address of the owner and details of the work to be done. If the job is a rush special an additional red tag is affixed. If it is a "wait" job a white tag is used in addition to the green, and if the tire is to be mounted a white tag is also attached to the rim.

For this kind of work Hancock recommends that the tags be of the best quality available, for much trouble is caused by flimsy tags getting wet, defaced and torn.

All tube jobs, except specials, are hung on a peg from which the tube boy removes them every 20 minutes. When-



Hancock turns over \$248,000 a year in this building

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ever a job calls for a new tube, the old tube is always returned to the customer, a practice that has been found to save a lot of trouble.

The efficiency of Hancock's repair methods is indicated by the fact that out of 8,100 repairs effected, only three jobs have been returned as defective. Here again it is attention to detail that counts. On vulcanized cases there are no plain spots. Treads are molded in soapstone so that the vulcanized portion of the tread is no different from the rest.

Other details emphasized are the importance of buffing all parts for repair until thoroughly clean—even a finger print will prevent rubber adhering—and the use of cord fabric in cord tires.

A \$22,000 stock of new pneumate tires is carried, representative examples of which are placed in a special rack for examination and choice by customers and quick service in the shed. The rims stock is valued at \$1,500 and these units are racked for easy location according to maker.

Battery Service Organizing

Fifty-two batteries can be charged at one time on the charging bench built by the battery department operators. This bench is a double-decker occupying the center of the floor, the bus bars being about two feet above each rack. At one end of the bench is the transformer set with the switchboard compactly arranged. At the other end is a lead-topped test bench equipped with a Portostat by which the dead, weak and shorting cells are quickly detected.

Along the walls are the incoming and outgoing battery racks, a lead sink with a steam nozzle connection, and a lead-topped work bench. Walls and floor are rendered acid-proof by a special paint.

Time loss has been reduced by the substitution for lead number tags of waxed card tags with rubber attaching bands. These are quickly snapped on the terminals without the job numbers having first to be punched on them.

A four part battery record is used (Fig. 1). When a job comes in, the office record portion is filed alphabetically, and the battery tag and shop record cards go with the battery into the shop. When the work is completed the shop card is returned to the office and filed behind the office record until the battery is delivered. The shop card is used for invoicing, etc. and afterwards filed alphabetically in dead file for future reference in mailing and checking up customers who do not return.

While work is being done, customers are rented spare batteries at 25 cents a day. As soon as their work is done postal cards are sent in confirmation of telephone notification.

As the returns on this department show, the three batterymen were responsible for a revenue exceeding \$8,000 in the first six months of operation.

Advertising the Services

General publicity is of great value to this class of service business because quite a large proportion of it is transient. Any visitor to Nashville will be struck by the large number of red spare tire covers in use on automobiles. These bear the name of the Hancock Tire Co. and are given to each customer purchasing a tire.

This tire cover Hancock considers his best advertising medium, no less than 200 a month being disposed of.

In conformity with this tire scheme, all the Hancock cars are painted red. The runner cars are kept looking smart by being repainted—surface coats only—three times a year at a cost of \$45 per job. These machines standing outside the premises make a very attractive display.

Small pictures of the tire covers are used on all stationery, including envelopes, so that the effectiveness of the personal letters which are used for direct mail advertising is increased by the obvious tie-up.

In addition to the goodwill created by the extra attentions of the service men in the shed, the hot weather finds a little colored boy in white overalls handing round cooling drinks. Courtesy, cleanliness, speed, and such additional services as cleaning and painting batteries sent in for charging, make just that difference to revenue that good workmanship alone can not accomplish.

Republic Announces Improved Line

EATURING many changes in design and construction the complete improved line of Republic trucks has just been announced by the Republic Motor Truck Co., Alma, Mich.

Standardization of design and construction throughout the entire line from the 1¼-ton Rapid Transit to the 5-ton model 35 has been achieved.

The improved line now consists of the following:

Model	75	(E	ta	T	ì	d	,	T	r	a	r	15	i	t)			11/4	ton
Model	85																	11/2	ton
Model	85 E	B																11/2	ton
Model	15																	2	ton
Model	25																	3	ton
Model	26-	6				0.5												3	ton
Model	30																Ì	41/6	ton
Model																			
Model																			

Model 15 is a new two-ton truck, replacing the old model 11X. Among the improvements which have been made in this model are: a heavier and deeper frame; 34 x 4 in. front tires and 34 x 6 in. rears, of the pressed-on solid type; heavier, longer and wider springs.

An improvement in construction is to be found in the rear spring hangers. There is a tie bar between the rear spring brackets, which has its own points of application and does not replace the shackle bolts. This construction allows the use of standard high carbon, heat treated, bolts to be used for the shackle action. The location of the steering gear frame bracket enables the steering gear to be removed easily and quickly.

The service brake is mounted on the front propeller shaft at the center bearing support. It consists of a single laminated drum with two wide shoes mounted on a tubular member.

The wheelbase is 153 in. with 173 in. available, as an option. A Waukesha engine, Ricardo head, 4 in. bore and 5 in. stroke is standard equipment, although the Continental 3% x 5 in. engine is optional

Models 15, 25, 30 and 35 are equipped with the new Republic radiator which has a polished aluminum tank top and a lower tank skirt which protects the lower water outlet in cold weather.

Clear-vision open and closed cabs are available for the entire Republic line. The new cabs have narrow posts and wide glasses, with quarter glasses on each side for better vision. The gas tank may be refilled without the driver leaving the seat.

The improved model 30, 4½-ton truck replaces the former model 20. The frame is 9 in. deep, 9/32 in. thick and has a 3½ in. flange. The tires are 36 x 5 in. front and 36 x 12 in. rear. The rear spring hangers are similar in design to those in models 15 and 25. Standard wheelbase is 170 in. with options of 156 in. and 190 in. A Ricardo head Waukesha engine 4% in. bore and 5% in. stroke is used.

The model 35 has 36 x 6 in. front tires and 36 x 14 in. rear tires. The engine in this model is a Waukesha $4\frac{1}{2}$ in. bore and $6\frac{1}{2}$ in. stroke.

India Tire Stock Changed to No-Par Basis

Stockholders of the India Tire & Rubber Company approved the splitting of the \$100 par common to no-par shares on a basis of 5 shares of new no-par for each share of the present stock. It is assumed in view of the fact that the present common dividends were earned over 5 times in 1925 that the dividend rate on the new shares will show a substantial increase over the present rate of 8 per cent.

President J. M. Alderfer of the India Tire & Rubber Company says the steady growth of the business makes additional working capital necessary.

The gross sales of the company have grown from \$1,771,253 in 1922 to \$4,941,061 in 1925 and excellent prospects for 1926 are reported. Earnings for 1925 after all charges and preferred dividend were \$40.74 per share on the common stock.

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Continental Announces Single Sleeve Valve Engine

ASINGLE sleeve valve engine, developed by the Continental Motors Corp., will be offered to all automotive vehicle manufacturers within a short time. The new engine is built under the Argyll or Burt-McCollum patents which have been acquired by the Continental firm. Officials of the company predict that the new engine which represents the first radical change in design in the past 25 years, during which period 2,750,000 engines have been built, may eventually supplant their entire production of poppet valve engines.

Development of the new engine has been under way for a year, since the purchase of the patent rights from the holders Wallace (Glasgow) Ltd., Scotland. The experimental engines were of 2% in. bore and 4½ in. stroke, developing 57 b.h.p. at 3000 r.p.m.

The first engines put in production, while of the same piston displacement, 175 cu. in. and developing the same power, have cylinder dimensions of 3 in.

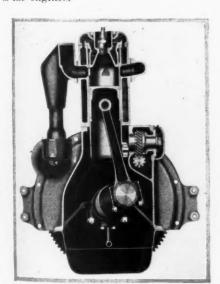
bore and 4½ in. stroke.

The Argyll type engines will be built in the same sizes as the present line of poppet valve engines, and in addition special sizes will be built to purchaser's

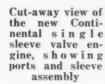
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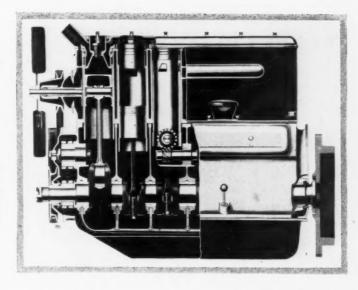
Quieter operation, longer life, better fuel economy, decreased weight, higher speed, less vibration, and lower production costs are some of the important advantages claimed for the Argyll engine.

A. N. Niven, working under W. A. Fredericks chief engineer, is in charge of the Argyll engine development at the Continental Motors plant. Mr. Niven was one of the early pioneers of Argyll development in Scotland and is the inventor of several features incorporated in the engines.



Cut-away end view piston and sleeve action. Note the cross-shaft which operates the sleeve valve





Outside of the sleeves, their operating design of the engine is conventional and embodies numerous features common to all Continental engines. The engine presents a clean-cut appearance due to the carrying of the water jackets down to the top of the crankcase, the use of a one piece aluminum cylinder head cover and the elimination of valve chamber covers. The cylinder block is of cast iron and is recessed for the nuts holding it to the aluminum crankcase. The bottom flange of the crankcase, to which the oil pan is attached, is carried 21/2 in. below the center line of the crankshaft.

Only one sleeve per cylinder is employed in the Argyll engines, a feature distinguishing them from other types of sleeve-valve engines. In addition to an up-and-down motion each sleeve is rotated in the cylinder, about one-seventh of a revolution by a crank connected to the valveshaft. The path of motion of any given point on a sleeve is elliptical. The valve action is brought about by the ports in the sleeve uncovering ports in the cylinder once in every two revolutions.

There are two exhaust and two inlet ports in the cylinder but only three ports in the sleeve. The middle port in the sleeve serves alternately as inlet and exhaust port. On the intake stroke the middle opening in the sleeve uncovers one of the inlet ports in the cylinder. On the exhaust stroke it uncovers one of the exhaust ports in the cylinder. This action assists in the cooling of that portion of the sleeve.

Crankcase mist is employed to lubricate the sleeves. No oil grooves or oil holes are used in the sleeves as it has been found that the oscillations of the sleeves distributes the oil throughout their extent. The sleeves are made of cast iron 3/32 thick and 9 15/16 in. long. Both internal and external surfaces are ground finished.

The sleeves are actuated by crossshafts which in turn are driven through worm and wheel reductions from a longitudinal valve-shaft which is operated from the front of the crankshaft by a 11/4 in. wide Morse chain. No adjust-

ment is provided on this chain which drives the valve-shaft at crankshaft speed. The worm and wheel drive at each cross-shaft provides a 2 to 1 reduction so that these shafts operate at half engine speed. The valve-shaft is steel with the worms integral and is supported in four bearings. There is, a worm on the valve-shaft and a worm wheel and cross-shaft for each cylinder.

Each cross-shaft carries a bronze worm wheel of the FJ type and is supported in a bronze bushing on one side of the wheel and in a brass, babbitt lined bearing on the other side. The bushing is get into the valve chamber casting while the bearing is secured by four screws. A very rigid support for the cross-shaft is provided by the assembly. The worm wheel is keyed to a special center which in turn is keyed to the cross-shaft in such a manner as to make it impossible to assemble the wheel out of time with a crank on the inner end of the shaft.

This crank is integral with the crossshaft and operates the sleeve through an unusual universal driving connection. The connection consists of a ball and socket joint mounted in a machined seat in a lug on the flange at the bottom of the sleeve. The ball portion of the joint is slidably mounted on the crank.

Valve timing is as follows:
Inlet opens on T.D.C.
Inlet closes 30 deg. after B.D.C.
Exhaust opens 46 deg. before B.D.C.
Exhaust closes 10 deg. after T.D.C.
Firing order is 1-5-3-6-2-1.

A Morse chain 1¼ in. non-adjustable wide drives the valve-shaft alone directly off the crankshaft at engine speed. From a pulley on the front of the crankshaft a "V" belt drives the generator which is held by a steel strap pulling against an adjustable cradle. From a double pulley on the generator another belt drives the combined fan and water pump unit.

Cylinder heads of cast iron are separate and secured to the block at the top of each cylinder by four screws. No rings are used on the cylinder heads, contact with the cylinder walls being

(Continued on page 52)

Selling + Service = Success

Persistent Selling and
Service Created Success in Non-Manufacturing Communities for Florida

Distributor

PLORIDA is not a manufacturing state, and it is conceded generally that the major portion of truck sales, and more especially medium and large sized truck sales, are made to manufacturers. This is a story of how a truck salesman starting in for himself undertook to cover the northeastern part of the state of Florida, and how he made a success of it despite the hardships of venturing into a non-manufacturing community.

The business in question is that of Quinn R. Barton, Inc., dealer in International trucks in Jacksonville, Daytona and Ocala, Florida, covering a total of 25 counties in northern and eastern parts of the state. Principal office and largest service station are maintained at Jacksonville, and sales offices, with smaller service stations, at the other two towns.

Started for Himself in '23

In July, 1923, Mr. Barton, who had been with the Jacksonville branch of the International Harvester Co. for 10 years as a developer of the motor truck business, incorporated and started in for himself to sell motor trucks and coaches in Jacksonville. A short time later, he decided that the city alone was too limited a territory and arranged to take over the 25 counties mentioned. Arrangements for branch offices at Ocala and Daytona were made, and for sub-dealers with service, in other cities and towns in the territory covered. In July, 1925, the present quarters on West Forsyth Street, in the eastern part of Jacksonville, were erected as a cost of more than \$35,000.

This was built directly next to and communicating with the service building of the Harvester Company, which is on the corner of Forsyth and Catherine. The latter measures 60 x 105, and is a one-story building with entrance and exit on Catherine Street side. The newer Barton building measures 105 x 105, two stories high, with entrance to lower floor at left, next to the service building, and entrance to second floor at right. The slope of the street is such as to make

There's a Real Real Reason Why



- 1. Excellent Service Facilities.
- 2. Florida and Speed Synonymous.
- 3. Rapid Used Truck Turnover Plan.
- 4. Spends Time Where Needed.
- 5. Advertises All Big Sales.
- 6. Meets Light Truck and Fast Bus Demand.

Above: Quinn R. Barton, President Quinn R. Barton, Inc.

this possible, for it slopes upward rather steeply from Catherine Street.

All of the Forsyth Street front between the two entrances is used for sales, display floor and offices. The floor directly back of this, in fact the whole ground floor, is for used trucks, for reconditioning, painting, for getting them in shape otherwise, and for storing them.

The entire second floor is used for new truck and bus storage, this in addition to Qualities, Ideals, Methods and Close Manufacturers' Cooperation Responsible for Large and Profitable Business

the vehicles on the show room floor. The latter can accommodate two very easily and three if not too large.

The entrance to the second floor is by means of a ramp, and beneath this is the stock of parts, units and accessories, used in rehabilitating used trucks. The service station around the corner has a somewhat similar arrangement, with entrance near one end, exit near the other, and small office between the two. This is thoroughly equipped, more so than the average service or repair shop. It can rebuild any old, or in fact, build up a complete new motor from parts carried in stock. It not alone builds or rebuilds, but tests out, adjusts and readjusts, just as any small factory would do. Most of the men are factory trained mechanics.

Proximity of Branch Helpful

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The branch building of the Harvester Company is but one block over and one block west, this being approximately 200 ft. square and four stories high. Here is carried a tremendous stock of parts for all International units from the smallest and simplest agricultural part to the largest and most complicated truck or tractor group. This company is said to have in this building one entire floor devoted to spare truck parts, this being the largest stock of such parts carried by any manufacturer in the Southeast.

This is a highly important item, and Mr. Barton modestly ascribes a large part of his success to it. He points out that this enables the maximum of service, for any part or any quantity of parts may be shipped out without any delay whatever, going out the same day the order, letter or wire is received. Besides its value of itself, this large stock always carried by the manufacturer permits the dealer to employ all of his funds in his selling business.

It is a well known fact that many dealers of small means have so much of their funds tied up in building and equipment, used cars and other necessary items, that they have little or none left to carry a stock of parts. Consequently, their service work suffers to that extent, regardless of their good intentions.

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From the above it is not to be implied that Barton is either a "dealer of small means" or that he has most of his capital tied up as mentioned. This is mentioned simply to emphasize the fact that he is able to use all of his capital, all the money available, in the selling end of his business, with correspondingly good results. And he does this, of course, without affecting the high quality or the great quantity of service work, even in the slightest degree. It might fairly be described as a fortuitous circumstance.

Sales Steady

He describes sales to the writer as satisfactory and steady. The big demand is for fast light trucks and for equally fast motor buses. The great influx of people into Florida during recent years has created a tremendous demand for buses of all kinds, shapes, sizes and descriptions. Barton has not gone in strongly for this, however, as he considers it a separate and different kind of business.

He believes that it calls for different tactics, different methods of approach, different arguments, that bus sales are in almost every way different from, and to some extent, antagonistic to truck sales. Since he is essentially a truck salesman, and is building for permanence in that field, he has kept away from the bus business. In this perhaps he has

been impelled somewhat by the difficulty of getting deliveries. He admits that the bus business in Florida, when you are in shape to get it, is a good, quick business, and tells how he sold a bus for \$16,800 in less than 5 minutes, talk over the telephone.

The word fast was deliberately repeated in the preceding paragraphs, for speed has as much to do with the sale of trucks as it has with those of buses. As stated in the beginning, Florida is not large from a manufacturing standpoint; there are few manufacturers who are

large enough to warrant truck use. But those who are, can be sold a truck on the basis of speeding up deliveries, or collections, of transportation of raw materials, or some other important item in their business.

Behind most of the building going on in Florida there is considerable pressure. There is a great demand for speed all along the line. All building contracts contain the clause, "It is mutually agreed that time is the essence of this contract." This means that when selling to builders, contractors, saw mills supplying timber, material supply firms, or any other firms dealing directly or indirectly with building, speed is a big item, and must be properly emphasized.

These lighter, faster trucks are all equipped with giant pneumatic tires. These are peculiarly adapted to Florida's conditions, one of which, speed, has been referred to above. Florida has few hard

roads, although building them as fast as any other state in the Union. As a result even the city firms must go off hard surfaced pavements occasionally. For growers, truckers, grove owners, firms supplying equipment or materials to citrus growers, and other agricultural users of trucks, much driving must be done over side roads, or no roads at all.

In Florida, this means driving over sand. Balloons and giant pneumatics are peculiarly well adapted to this service, for they flatten out on the sand and float, so to speak, over its surface, not sinking in it at all. With high pressure pneumatics, solids or other hard and usually narrow tires, just the opposite was true.

Used Trucks

To move used trucks rapidly seven men are retained on reconditioning. This work is wholly separate and distinct from service or repair work on Internationals. One salesman devotes practically his entire time to this side of the work, selling what he has if any, if not building up a sale for trucks he may have shortly, or lacking prospects of that kind building up good will and a future outlet.

This arrangement has proven particularly beneficial, because it has permitted some exceptionally quick turnovers of used trucks. In addition, the knowldege that a buyer was waiting for a certain

TORTRUCKS SERVICE MOTOR TRUCKS
MOTOR TRUCKS
MOTOR TRUCKS

Large sales and service building of Quinn R. Barton, Inc., Florida

size of truck and the further knowledge of what he would pay have given the salesman just enough edge to put over a number of sales, either an edge on other truck salesmen, or a financial edge through knowing exactly what the traded vehicle would bring.

Barton is building for the future, on a slow but steady basis. His work is not spectacular. He claims he has no particular edge, no special sales argument, which is always effective. He makes a study of the prospect's business without going into it so deeply as to work considerable loss if he did not make the sale.

He is satisfied to plug along, persistently and steadily, keeping after his man until he buys either Barton's truck or some other. Rivas is perhaps a good example. He is the head of the Louis C. Rivas Company, dealer in building materials in Jacksonville and Sarasota. Barton figured Rivas ought to have a

couple of Internationals in his business and told him so. Then he went ahead and sold him the I. H. C. reputation, 93 years of manufacturing experience, 105 direct company branches, largest company-owned automotive service organization, 15 years in Jacksonville, etc.

Perseverance Won

He kept after Rivas until he sold him, although it took a long, long time to make the first sale of two trucks. But six months later, Rivas bought three more for his Sarasota place over the telephone. By that time he had found that all Barton's sales claims were well founded, that the trucks stood up and did the work Barton said they would, and what a real meaning the big and thoroughly equipped service station had to the busy truck owner.

Barton works mostly on the older, better-known, more stable firms. This, he says, is for several reasons. One is that they have the business which warrants buying a truck. Why spend perfectly good time trying to sell a man or a firm which hasn't business enough to warrant the use of a truck? Another is that they have the money to buy with, usually.

He also recognizes the fact that conservative, sound, old-established businesses are partly sold on a truck by the

known fact that some other conservative, sound old business has bought one of these trucks. So whenever he makes a sale he plays up the new owner, his business, why he bought the truck or trucks, and other incidentals of the sale as much as possible.

While not a large advertiser, Barton "throws himself" on these. When Daniels bought he used quarter pages for about a week to drive home to other transfer companies that Daniels had bought a nother International. When Rivas bought the

first trucks, he used quarter pages to tell the world the fact. When Rivas reordered, he used big space again.

The result of this on his prospects has been immediate. The fact that Daniels had bought another International automatically makes it easier to approach all other transfer or trucking firms.

In his three places, he employs a total of 12 salesmen, and more than that number of mechanics, stenographers, office men, etc. The salesmen include four besides himself in Jacksonville, the other eight divided between Daytona and Ocala and including the respective managers. Barton himself does a very large part in the selling. He visits the other places about once a month, or oftener if a big deal comes up.

All service is handled through him, including the preparation of all new trucks for his whole territory. Others

(Continued on page 31)

He Saw a

Transportation Need and MET IT

Atkinson, a New Jersey bus operator, saw how he could save his community time and money by furnishing transportation. Enterprising dealers can create prospects by finding similar needs

By James W. Cottrell

A PASSENGER transportation service which has been in successful operation for twenty-three years using horses, touring cars, trucks with bus bodies and motor buses in turn to accommodate its patrons is located at Tuckerton, New Jersey.

It furnishes transportation not available by other means to a number of towns along the Shore Boulevard in New Jersey, connecting New York and northern New Jersey with all of the southern New Jersey seashore resorts.

There has been a steady growth, without spectacular features, of the number of passengers carried, the service given and the equipment used.

The successful operation of this line is an indication that there are opportunities in many localities for the organization and operation of bus lines which do not compete with other transportation facilities and which can thrive by supplying a transportation need not otherwise fulfilled.

Tuckerton, best known perhaps as the location of a German trans-Atlantic

wireless station taken over by the United States Government during the World War, is the terminus of the Tuckerton Railroad which runs to Whitings, 30 miles away, where connection is made with the Pennsylvania line running to Camden, N. J., 43 miles farther away.

There is no railroad connecting Tuckerton with points to the south. Towns between Tuckerton and Absecon, which is five miles from Atlantic City on the famous White Horse Pike, have no transportation at all except that furnished by the service here mentioned.

Saves Time and Money

To go from Tuckerton to Philadelphia and return by train one leaves Tuckerton at 7.22 A. M. and reaches Philadelphia at 10 A. M. Returning one leaves Philadelphia at 4.08 and reaches Tuckerton again at 6.42 the fare being \$4.20 for the round trip.

Going to Atlantic City for either business or pleasure was quite out of the question.

No better proof of the need of ad-

ditional transportation could be given than the statement that the service inaugurated in June, 1923, by Walter Atkinson and his brother, consisting of a bus drawn by two horses which made a trip from Tuckerton to Pleasantville, five miles from Atlantic City, one day and back the next was well patronized.

"We drove over with horses, starting twenty-three years ago next June to accommodate the people," said Mr. Walter Atkinson, proprietor of the bus line now in operation. "The trip to Pleasantville took four hours and we went over one day and back the next."

Sixteen years ago motor service was started, touring cars being used. A round trip was made each day with the advent of motor equipment. The need of more carrying capacity soon became evident and the first bus a Mack 1½ ton truck chassis with a bus body was purchased in July of 1912. The second truck was bought just a year later. These were replaced some years later with buses and two modern city type buses are now in service.



Views of equipment and garage of Atkinson's Tuckerton Line

The Atkinson bus line now operates from Tuckerton to Barnegat, 14 miles to the north, and from Tuckerton to Atlantic City. From Atlantic City railroad service is available on three lines.

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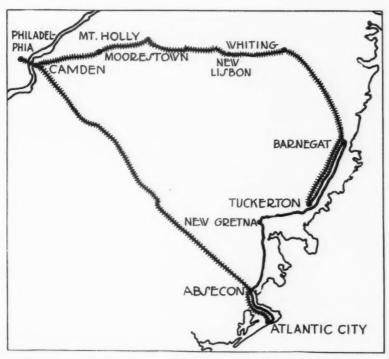
Buses leave Tuckerton at 6.30 A. M. and 1.30 P. M. for Atlantic City, direct. Another bus runs from Tuckerton to Barnegat and back to Tuckerton and then to Atlantic City. This bus leaves at 8.15 A. M., is back in Tuckerton at 9.30 A. M. and reaches Atlantic City at 10.45 A. M. Buses leave Atlantic City for Tuckerton at 9.45 A. M. and 5.20 P. M. and at 6.00 P. M. for Tuckerton and Barnegat. Extra service is given regularly on Saturday nights.

The fare from Tuckerton to Atlantic City is \$1 one way and \$1.50 round trip; the distance, about 30 miles.

A U. S. Mail star route contract was added to the Atkinson bus line business several years ago and it expedites the delivery of mail to the towns between Tuckerton and Absecon.

The road from Tuckerton to New Gretna, about half way to Absecon, was paved late in 1925 and the bus line now operates on paved roads all the way to Atlantic City, quite a contrast to conditions twenty-three years ago when two horses struggled to pull a bus through roads of sand and gravel.

The use of a bus body on a truck chassis in 1912 makes this line one of the pioneers in bus transportation in southern New Jersey. The evolution of this line from horse power to touring cars,



Showing bus route with shuttle to Atlantic City from Tuckerton against rail route

then trucks with bus bodies and now modern buses is an indication that Mr. Atkinson had a firm intention to "accommodate the people" and that he used, and is using, the best means available at any given time to serve his patrons. A need for transportation existed and he met it. His customers are satisfied and they appreciate the travel facilities furnished for their benefit. Mr. Atkinson has not "made millions" but he has made a profit.

Those who think of bus operation only in metropolitan areas by companies with scores or even hundreds of units might consider this small line serving a number of quite small communities to the evident satisfaction of all parties concerned.

normal load, in insured by the power plant location.

A single reduction type rear axle is employed with the axle spindles supported, at the wheel ends, by double tapered roller bearings. Four optional ratios are available in the rear axle, 4.06; 4.38; 4.75, and 5.18 to 1.

Heat treated steel is used in the frame which has tubular cross members riveted to frame reinforcing plates and a channel section cross member at the point where the rear spring and radius rod supports are attached. There is a kick-up in the frame over the rear axle.

A propeller shaft brake, supported on a cross member, operates on two drums. An equalizer is fitted in the brake mechanism. The rear brakes are internal expanding with two shoes, operating in large ribbed steel drums.

A spherical rubber bushing to minimize road shocks is used in the steering gear support. The turning radius and other details of construction of the steering are designed to provide ease of handling in traffic, with balloon tires.

Semi-elliptic front springs and progressive type rear springs are used. The shackles are adjustable for side wear. The three bottom leaves of the rear springs do not come into action except with heavy loads or on bad roads. The gasoline tank, holding 34 gallons, is mounted alongside frame on the right side.

The wheelbase is 180 in. and the length overall 272 in. Low pressure balloon tires 34 in. x 7.50 in. are used, single front and dual rear. Budd disk wheels are standard equipment.

List price for the chassis is \$4250.

Congressional activity is being directed to regulation of the Interstate vehicular tunnel under the Hudson River. The Bacharach bill is designed to meet the situation

New Small White Bus

A NEW small bus chassis, especially designed as a vehicle of smaller capacity than the standard size coach, has been announced by the White Co., Cleveland. Model 53, as the new unit is known, is engineered and built especially to carry passengers, 14 to 16 when the inter-city type of body is used and 21 when the city service body is used.

The unit power plant has a four-cylinder L head engine. Force feed lubrication is provided to main, connecting rod and camshaft bearings. The pistons and cylinder walls are lubricated through metered slots in the connecting rod bearings. The combustion chambers in the cylinder head are machined. Connecting rod bearings are of the direct babbitted type. The crankcase is of aluminum and has three point suspension.

A single plate clutch, running in oil, is mounted in the power plant unit, with the four speed transmission. Practically straight line drive to the rear axle, under



Lehigh Announces Road Builder Model—SR

NE of the latest additions to the rapidly growing line of the Lehigh Co., of Allentown, Pa. is the Lehigh Road Builder. This model is exceptionally rugged in all respects, the total weight of the chassis being 4800 lbs. The capacity is rated from 41 to 54 cu. ft.

Attention is called to the spring construction which is clearly shown by the accompanying illustrations. The cantilever springs permit the frame to be cut off closely in the back of the rear axle for the proper function of the gravity dump body. The springs are so mounted that the rear part of the spring acts as a radius rod of 11% square inches sectional area but at the same time absorbs rather than increases road shocks. Extended road tests with full load have proven that these springs provide exceptional easy riding qualities.

The frame consists of a 6 in. channel, 5/16 in. web with 2 in. flanges faced outward. The width at the front is 31 in. rear 34 in. with an overall length of 144 in. Rigidity of the frame is assured by the use of five cross members. The front member acts as a bumper and to it is fastened a piece of heavy ash timber to prevent it from harming other equipment when used as a pusher.

The speed of this model with load is rated at 35 miles per hour. The engine is a Hercules model 0-4 cyl., 4 x 5, with a piston displacement of 251 cu. in. Forced circulation by gear pump with pressure regulation to all main bearings and connecting rods. One piece manifold employing continuous hot spot principles insures complete vaporization.

Ignition is by Eismann high tension magneto, with impulse starter. The fuel system includes a 16 gal. heavy gauge tank, with vacuum tank on dash to insure operation on very steep grades when fuel is low. The carburetor is a Zenith 11/4 in.

The front axle is mounted on thrust

bearings to provide easy steering with wheels mounted on Timken bearings. The rear axle is a Wisconsin double reduction type. The driving mechanism being mounted on the top gives straight line drive to the engine. Both the emergency and the foot brakes are internal expanding with extra large braking surfaces.

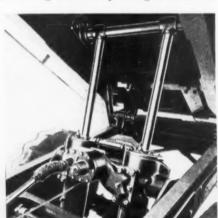
The steering gear is a Ross cam and lever with 18 in. hand wheel. The universal joints are of Cleveland oil tight type. The propeller is of tubular design with extra long slip joint.

The transmission is a Covert, 4 speeds forward and one reverse, with shafts mounted on Timken taper roller bearings. A power take-off aperture is provided at the right hand side. The clutch is a multiple disc 14-plates.

Other specifications include Powell muffler; Perfex ribbon type cellular radiator; metal spoke wheels; Alemite-Zerk chassis lubrication; pneumatic tires, 32 x 6 front, 34 x 7 rear; wheelbase 105 in.; 15 ft. turning radius.

Improved Heil Hydro Hoist

Higher dumping angles, reduction in weight and elimination of oil troubles are brought about by changes in the de-



sign of the Heil Hydro Hoist according to announcement of the makers, The Heil Company, Milwaukee.

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The sheet metal tank for the oil supply has been eliminated in the new design and the oil reservoir is cast integral with the hoist cylinders. Advantages claimed for the changed design are: The head of oil in the reservoir is below the piston rod gland nuts instead of above, preventing a possible oil leak around the piston rod; the oil opening is at the rear of the cylinders and the tilting of the cylinders in raising the body assures a positive flow of oil to the pump at all times and eliminates the churning of oil; possible leaks in oil tanks and connections have been eliminated.

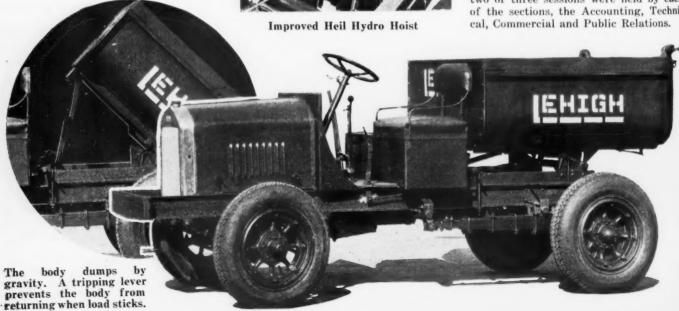
The illustration shows a model 4S-26 hoist mounted on a three ton chassis. The direct application of power is shown as well as the fact that the hoist swings in saddles as the body is raised.

The gear pump in the manifold furnishes the pressure which is equalized between the two cylinders by an equalizer tube, eliminating the possibility of drawing air into the cylinders.

The oil capacity of the new style 4S-26 hoist is 16 qt. compared with 20 qt. in the old 4S hoist. All other models have been reduced in proportion. A reduction of weight of hoists amounting to 20 to 40 lbs. has been accomplished.

The stroke of the piston has been increased 2 in. on model 4S-26 and the other models. This increases the dumping angle approximately five degrees and also increases the ground clearance.

Business sessions at the 49th National Electric Light Association Convention, Million Dollar Pier, Atlantic City, May 17-21, will be reduced to eleven as compared with the sixteen to twenty sessions held at former conventions. This reduction is made by the elimination of all but one each of the four National Section sessions. At the previous conventions two or three sessions were held by each of the sections, the Accounting, Technical, Commercial and Public Relations.



Victor Enters Field With Bus Model 80-B

ANOTHER truck manufacturer entering the bus field is the Victor Motors Co., East St. Louis, Ill. Its inception in the field is marked by a new bus just completed recently. It is known as model 80-B and possesses many distinctive features of design. The frame, wheels, and low body position are unusual.

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The new bus is designed to accommodate bodies having a carrying capacity of from 28 to 35 passengers. Its wheelbase of 221 in. was designed to accommodate a Pullman type bus body, seating 28 passengers, or a de luxe type accommodating 35 passengers. A moving van body may be mounted on the chassis for fast cross country express service. In the latter case the carrying capacity is five tons.

The use of nine cross members, all of tubular design, is an unusual feature of the frame. These cross members are both riveted and welded to the cast steel frame brackets and it is claimed that the construction will prevent rattles and squeaks in bodies mounted on this frame.

The top of the frame is only 23 in. above the ground when loaded. The side rails are seven inches deep and when a bus body is used outriggers are supplied.

The engine is a Continental, type 14-H, six cylinders, 4½ in. bore and 5¾ in. stroke, developing 100 hp. at 1650 r.p.m. Ignition is by Eisemann magneto and carburction by a 1¾ in. Zenith type 3V 7.

A serrated tooth type multiple disk clutch requiring no adjustment is employed. The transmission is a specially designed Fuller, giving four speeds forward and one reverse. Standard gearshift is used. Gears are checked on a profile testing machine to insure noiseless operation.

The steering gear is of the screw and nut variable type and is controlled by a 22 in. rim on a five spoke aluminum spider. The elimination of front wheel shimmy is accomplished by mounting the front spring eye, the steering arm ball and the rear swivel connection in the rocker arm all in the same plane. The steering gear assembly may be removed without disturbing other units.

The rear axle, which is full floating, has a double gear reduction. Both spiral bevel and spur gears are used in the reduction train. All shafts and gears are made of triple heat treated alloy steel. The differential side cases are drop-

forged. Axle shafts are 2½ in. diameter. Automatic lubrication of the pinion shaft bearings is brought about by channels which direct the circulation of the lubricant caused by the gear movement. Road clearance under the rear axle, at lowest point of differential, is 11% in. and under the front axle 9½ in.

Disk wheels are used with 38 x 7 truck cord tires, duals on the rear wheels. Tires are mounted on Firestone type B demountable rims. The wheels are constructed in such a manner that an air space is left between the wheel and tire rim which allows radiation of heat from the tires and stops the heat from prolonged applications of the brakes from reaching the tires.

Speed up to 60 miles per hour may be made with gearing of 4 1/3 to 1 for bus work and 43 m.p.h. with ratio of 6 to 1, provided for express work.

Standard equipment includes Alemite system, front bumper, hydraulic shock absorbers on front springs, electric lighting and starting system with drum head lamps, and a full set of tools.

The retail price of the chassis is \$6000 f.o.b.

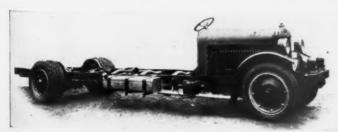
New Splitdorf-Bethlehem Plug

The manufacturing and merchandising of a half-dollar porcelain spark plug has been accomplished by the Splitdorf Electrical Co., of Newark, N. J.

The Splitdorf Company has been manu-



The Splitdorf half-dollar plug



Side and top views of the new 28-35 - passenger, 221-in. wheelbase Victor. Nine cross members are used in the frame facturing a mica insulated spark plug for some years, at a higher price than the average spark plug. Working with the Bethlehem Spark Plug Company with which it is now allied, a porcelain plug has been developed to be sold for \$.50, a figure lower than the the usual retail price of a spark plug.

The half-dollar plug, identified by the "775" porcelain, is made in all types for all makes of engines. The porcelain is tested for mechanical strength and electrical insulation properties. The central electrode is threaded and cemented solidly in the insulator. The upper gasket, which seats the bushing, is of the stuffing box type of asbestos yarn instead of a hard metal gasket.

The insulator is of the new semi-petticoat design made to withstand high compression as well as oil from engines throwing oil.

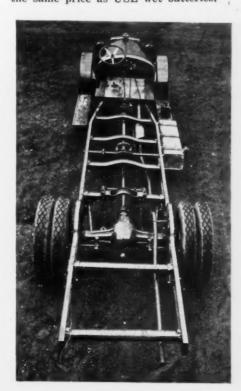
USL Add Acid Battery

A storage battery which is shipped fully charged but without acid is the USL "Add-Acid" battery recently announced by the U. S. Light & Heat Corp. Niagara Fall, N. Y.

The "Add-Acid" battery has wood separators made of specially treated Port Oxford cedar. The USL engineers claim to have overcome all objections previously found to the use of wood separators in batteries shipped charged and without acid.

The shipping of batteries without acid reduces the battery charging expense to the dealer having batteries in stock. By simply adding acid to a battery, shipped without acid, within a reasonable time the dealer has a battery ready for service.

USL "Add-Acid" batteries are sold at the same price as USL wet batteries.



C. C. J. SHOP IDEAS

THIS page is primarily designed to help service station repairmen in exacting economies in time, labor and money. Salesmen, however, can also profit by scanning over these practical

hints. The average buyer of today is more conversant with the important details of truck operation and maintenance than ever before. A moneysaving idea will often result in a sale.

Commercial Car Journal will pay as much as five dollars for each new idea which it accepts. Simply tell us exactly how it is done and send a rough pencil sketch showing clearly the method employed or the device used.

No. 62-Bushing Remover

A tool for removing solid bronze bushings, as found in steering knuckles, is shown. It is made in the shape of a half-round chisel, drawn out and ground on the end to provide a good bite on the face of the bushing. The tool should be at least ½ in. less in diameter than the bushing to be removed and should be longer than the part from which the bushing is removed. The manner of using the tool is clearly shown in the sketch.

No. 63 — Home-Made Tire Spreader

A convenient tool for spreading tire casings for inspection of interior is suggested in the accompanying illustration. The frame is of ½ in. round stock and the rollers of discarded piston pins. The handle may be integral with the rest of the tool or it may be welded on the "U" piece carrying the rollers.—West End Garage, Pomona, California.

No. 64—Timing Ford Valves

The timing of Ford valves in relation to piston travel may be simplified by the use of the jig shown. Two grooves, not more than 1/32 in. wide are cut around the skirt of an old Ford piston. One should be located 3½ in. from the top and the other 3% in. from the top and the other 3% in from the cylinder with the top down. The valve timing can be determined by observing the position of the piston gage.—Howard H. Henkel, Stockton, Ill.

No. 65-Finding the Firing Order

An easy method of finding the firing order of an engine is indicated in the sketch. A pea or wad of paper is placed in each priming cup, or if the engine has no priming cups a cork is placed loosely in each spark plug hole. The engine should be turned over not more than 90° at a time. The compression blows the pea, wad of paper or cork, as the case may be out of each cylinder in turn. By noting the order in which the peas are blown out the firing order is easily recorded.

No. 66 - Removing Headlight Rims

A way of using two pairs of hands, instead of one, for removing headlight rims is shown in the diagram. With your hands at A-A and the helper's in the position B-B the force of the usual push-in and twist to the left can be

doubled. The application of a penetrating liquid to loosen the rust is a good preliminary step for the loosening.

No. 67-Keeping Records Clean

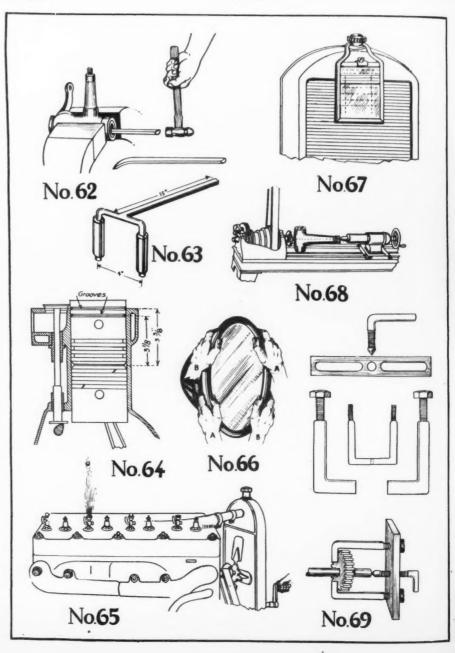
A work-order card holder which can be made of old top material or canvas is shown in the drawing. The face is of celluloid and a loop is made to allow the holder to be supported by the radiator filler.

No. 68-Testing Steering Knuckles

Steering knuckles, which have been sprung, may be tested in a lathe. The knuckle is mounted, as shown in the illustration, on the center points on which it was originally turned. A point to check in the lathe is that the face against which the inner wheel bearing rests runs true with the machined surfaces on which the wheel bearing cones are placed. The knuckle should be thrown away in case any flaws are found in the body.

No. 69-Wheel and Gear Puller

A useful home-made puller for small wheels and gear can easily be made as shown. A Ford rear spring clip, part 3840B, is cut in two with a hack saw, at the point indicated. The threaded end of each section is inserted in the bar, which has slots to allow movement, the L-shapped parts for different sizes of gears.—Clarence J. Erbes, Hartley, Iowa.



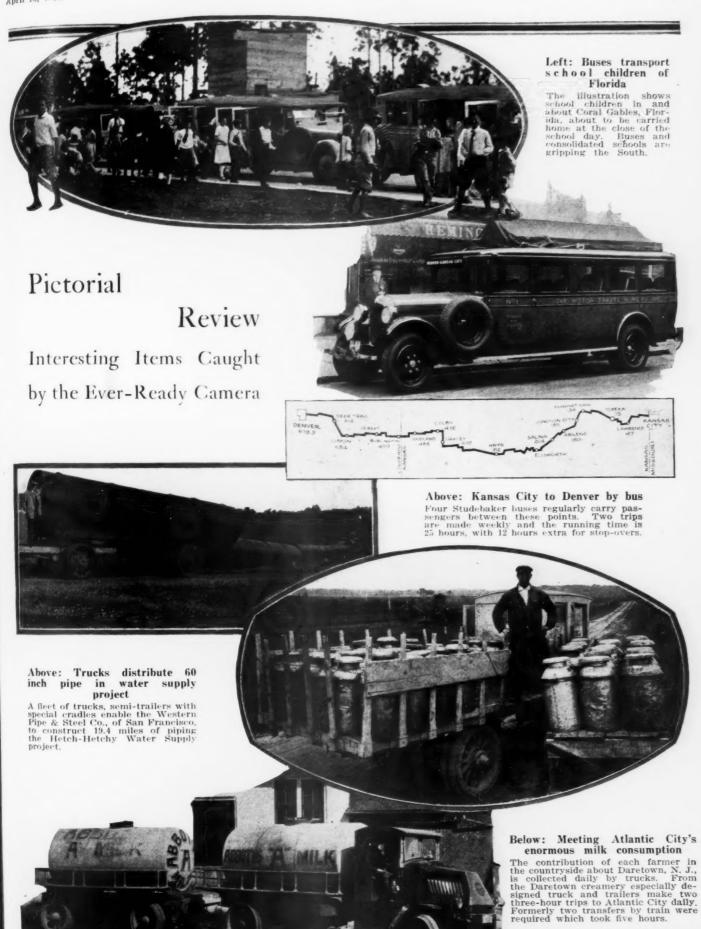
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for Economical Transportation



The Most Powerful 1-Ton Truck Chassis available today for \$550

With its overall length of 177 inches, its extra-heavy frame, its extra strong rear axle and with Chevrolet's famous valve-in-head motor under the hood, the Chevrolet One-Ton Truck is the longest, strongest and most powerful Commercial

Chassis available today at \$550. Chevrolet has become the world's third largest truck builder because Chevrolet trucks are proving their economy on the sound basis of low first cost, low maintenance cost, and low depreciation.

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ONE TRUCKS HALF
TON QUALITY AT LOW COST



EDITORIALS



Recognizing the Independents

THE recent service policy announced by Dodge Brothers, Inc., under which reputable repair shops, service stations and fleet owners can obtain genuine Dodge and Graham parts at a discount large enough to eliminate all temptation to use substitute parts is a step in the right direction. It is understood that only those service stations will be canvassed by every Dodge dealer in his territory where good workmanship and courtesy prevail. A discount will also be given to fleet owners who own five or more Dodge or Graham vehicles.

Such a policy cannot help but increase good will for the manufacturer's product, aside from the fact that the increased number of parts outlets insure quicker service for the owner.

The policy adopted by Dodge, while not new, is sound and equitable. Quite a number of other prominent truck manufacturers would do well to follow the same policy. It comes right down to this fact that the more boosters a manufacturer can obtain for his product the less the sales resistance.

Give Him All the Facts

THE leading article in this issue clearly indicates what eventually is bound to happen when motor trucks are sold on a hitand-miss basis to prospects who have neither

Aside from this, however, there is one pertinent fact which cannot be discounted, namely, that unless the owner or the prospective purchaser of a truck can make a satisfactory profit out of its hire, his chances of buying more trucks are very slim. Particularly is this true in the dump truck field, where expensive, heavy equipment is used and which is usually subjected to the most abusive treatment.

One of the important things which is usually missing in connection with most of the sales made to individuals who intend to hire out their vehicles is the lack of definite information concerning the cost of operating the vehicle.

Conservative figures show that it costs approximately \$23 a day to operate a five-ton dump job, on a fifty mile basis. This figure

includes driver's wages, maintenance, tires, lubrication, gas, interest, depreciation, license, insurance, rent and overhead. Furthermore this figure is not based on 75 to 100 per cent overloads.

If this side of the story were definitely impressed on the prospective buyer the possibilities are that he would not be so anxious to tackle a job which means a definite outlay of so much money per day, before any profits are forthcoming. He would be impressed with the fact that unless he obtains a definite price for his services, he could not expect to make any profit at all. The unfortunate part in this entire situation is that those who are in a position to give these facts to the purchaser are sidestepping the issue. Promising the purchaser big returns on a small investment or practically none at all places such truck selling methods in the same category as fake stock selling schemes. The continuance of such methods cannot help but reflect on the prestige of the manufacturers and their products eventually.

The Horse Chestnut

NE of the stereotyped pieces of publicity that goes the rounds of the daily press and the trade papers at regular intervals imparts the very significant information that the "horse is coming back"! Now the truck dealer has heard that statement for years, but being a regular fellow and somewhat hardened to onslaughts of horse competition he has gone right ahead and sold trucks.

Incidentally this horse publicity emanates from certain quarters and is financed by a group which derives its living from the sale of material that helps to keep old dobbin on his feet. In all the publicity that has been printed we have yet to see figures which would actually indicate that the horse is making any headway generally speaking throughout the country.

One thing which the horse enthusiast does not figure on is the increasing popularity of the electric truck. In congested areas this vehicle can hold its own against the horse, if those operating horses will give the manufacturers of the electric the opportunity to make equitable comparisons.

News of the Trade

White Motor Sales Make New Record

Increase Over Eleven Millions Over 1924

THE White Motor Co. for 1925 reports net profit, after provision for Federal taxes and giving effect to the undistributed earnings of the White Motor Securities Corp. and the White Motor Realty Co., of \$5,276,245, equal to \$10.55 a share on the capital stock, compared with \$4,084,238, or \$8.17 a share in 1924. After deducting dividends of \$2,000,000 in 1925, the balance carried to surplus is \$3,276,245, bringing the total of this account to \$14,810,402.

Gross sales were the largest in the history of the company, amounting to \$57,-673,594, or \$11,098,856 more than in 1924.

The balance sheet as of Dec. 6, 31, 1925, shows total current assets of \$30,853,229, against total current liabilities of \$5,400,-068. As of the corresponding date a year previous, the totals were \$28,522,448 and \$5,559,425 respectively. The current assets account for the end of 1925 would have been much higher had it not been for large transfers of notes receivable to the White Motor Securities Corp., which has a separate balance sheet.

Inventories stood at \$16,662,832, against \$14,547,102 at the end of 1924.

American Bosch to Profit by Sale of Starting Business

American Bosch Magneto Corp. shareholders have received a letter from Arthur T. Murray, president, explaining that the proposed sales of the starting and lighting equipment business of the corporation to the Electric Auto-Lite Co. will permit the corporation to withdraw on most favorable terms from a highly competitive industry for which its plants are least favorably located.

Mr. Murray adds that the business proposed for disposal showed a loss from operation last year and that the sale would permit concentration of all the corporation's energies on its profitable line of automotive accessories and radio, for which the Springfield plant is especially designed and equipped, and from which all 1925 earnings were received.

The sale would also substantially increase working capital and permit its use "in a profitable business rather than in handling a large volume with little or no profit."

Upon consummation of the sale it is the intention to liquidate Gray & Davis Corp., a subsidiary, disposing of its Amesbury and Cambridge, Mass., plants and retaining all its funded and floating indebtedness. American Bosch Magneto would then be in a position to pay off its bank loans, which on Dec. 31 were \$800,000 and at the same time substantially increase cash on hand.

The sale would leave the corporation with a ratio of current assets to current liabilities of over four to one and with ample working capital, and Mr. Murray expects earnings from the accessory, radio and magneto business to be sub-

Revenue Bureau Rules on Tax. Status of Bus, Hearse and Ambulance Decided

The Revenue Bureau has announced rulings covering the tax status of bus chasses and bodies, hearse chassis and bodies, and passenger car chassis for which bus bodies have been made.

A hearse body or hearse chassis is not taxable under the Revenue Act of 1926. Ambulance chassis, ambulance bodies, bus chassis and bus bodies are taxable at 3 per cent under the act.

Inventory for 2 per cent tax refund may be made by a dealer who receives an order for an automobile or bus to be produced by the installation of some particular make of bus body on the passenger car chassis in case the dealer sends the chassis to the body builder even prior to March 29th, and delivers the unit to his customer after March 29th.

Coming Events

Cleveland, Ohio, October 4 to 8, 1926—Manufacturers' exhibit and 45th annual convention, Cleveland Public Auditorium and Annex, direction American Electric Railway Ass'n, New York City.

New York City, April 26 to May 1, 1926—Electric Truck Show, 130 East 15th St., direction The New York Edison Company.

Santa Monica, Cal., June 7 to 12, 1926—Annual show and convention, direction United States Good Roads Ass'n and the Bankhead National Highway Ass'n.

CONVENTIONS American Electric Railway Association— 45th annual convention and manufacturers' exhibit, October 4 to 8, 1926, Cleveland, Public Auditorium and Annex, Cleveland,

Automobile Body Builders Association—Convention and exhibition June 8 to 10, 1926, Hotel Statler, Detroit.

Hotel Statler, Detroit.

Automotive Equipment Association—Summer convention, June 14 to 19, 1926, Mount Royal Hotel, Montreal, Canada.

National Highway Traffic Association—Annual meeting, April 30, 1926, Automobile Club of America, New York City.

The Tire and Rim Association of America—Annual meeting, April 14, 1926, Hollenden Hotel, Cleveland, Ohio.

United States Good Roads Association and

United States Good Roads Association and the Bankhead National Highway Association—Annual convention, June 7 to 12, 1926, Santa Monica, Cal.

S. A. E.
Chicago Section, April 23—Motorized Rail
Car Development, by A. W. Scarratt,
Western Society of Engineers Auditorium.
French Lick Springs, Ind., June 1 to 4—
Summer meeting.

COMING FEATURES OF CHILTON CLASS JOURNAL PUBLICATIONS May, Automobile Trade Journal—Biggest Market Issue.

May 6, Motor Age—Sales and Service Reference Number.

Mack Report Shows Large Gain in Sales

Twenty-two Million More than Last Year

G ROSS sales of Mack Trucks, Inc., and subsidiaries in the calendar year 1925 were \$68,912,183, against \$46,622,-621 in 1924. After depreciation and reserves for Federal taxes, net profit was \$9,468,269, against \$6,220,272 in 1924, equal after preferred dividends to \$13.62 a share earned on 611,515 shares of no par common stock in 1925 against \$17.95 a share on 283,109 outstanding in 1924,

After preferred and common dividends \$6,273,888 was carried to surplus, capital surplus at the end of 1925 standing at \$19,289,936.

As of Dec. 31, 1925, current assets, including cash \$5,577,100; inventories \$25,-914,355, and \$7,545,833 due from Mack Acceptance Corp., stood at \$45,399,169 against current liabilities of \$7,271,687.

In the report A. J. Brosseau, president, says in part to stockholders:

"During the year your directors authorized plant extensions at Allentown, Plainfield and New Brunswick. These extensions will be completed during 1926, making it possible for your company to take care of a greater volume of business than ever before. Your directors also authorized the erection of new service stations at Chicago, Jersey City, New Haven, Bridgeport, Worcester, Albany, White Plains, Camden, Baltimore, Tampa, Minneapolis and St. Paul."

N.S.P.A. to Publish Merchandizing Manual

A Manual of Standardized Practice of Merchandising, Administration and Business Control for Jobbers of Replacement Parts has been adopted and will be published by National Standard Parts Association.

Some of the subjects covered by the manual:

Business . Control for the "Boss"; Merchandising Helps; Sales Bookkeeping and Accounting for the Office; How to Run the Store; Complete Stock Control (which is more than a perpetual inventory); How to Purchase; How to Conserve Invested Capital, and Assure a Profit to the Business

It is expected the first edition will be off the press in about six weeks, according to Robert Macfee, secretary of the committee, who wrote the manual.

The Templeton Trucking Company of 743 West Congress street, Chicago, has been incorporated with capital stock of \$14,400 and will do a general motor truck freight business. The incorporators include Frank and Maurice Templeton.

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No Legislation Urged in Rubber Report

House Committee Condemns Price Burden

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THE report of the House Committee on Interstate and Foreign Commerce, which has been investigating raw material monopolies, fails to recommend any drastic action by Congress, tacitly leaving to the public and the producers the problem of obtaining normal supplies of rubber at reasonable prices.

It notes favorably the measures taken to economize in the use of rubber and projects aimed at American-owned rubber plantations in non-restricted areas. For the rest, the report merely records the development in the crude rubber and other similar situations, and shows how prices went soaring under the restrictions of foreign monopolies. The burden on American consumers is declared to be entirely unwarrantable.

Meanwhile, it begins to appear that Congress will be asked for aid of a definite character by prospective growers of rubber in the Philippines. Harvey Firestone, Jr., is known to have sent cable dispatches from Manila, where he now is, that the present land laws threaten to hamper plans for plantation development in the Islands.

B-K Booster Brake Factory Expands

The demand for the Bragg-Kliesrath Booster Brake has compelled the makers to secure additional factory capacity on a large scale, in less than six months.

A new fireproof building with a floor space of over 25,000 sq. ft. has been added to the original plant and is now in production on the Booster Brake.

The adoption by large manufacturers in the industry of the B-K brake has resulted in greater volume of business for its makers.

An international organization of distributors is being completed under the experienced guidance of Mr. P. V. Clodio as Director of Sales, so that the work of attaching the Vacuum Booster Brake will be made promptly for bus owners.

Spicer Mfg. Has Profitable Year

For 1925, Spicer Mfg. Corp. reports net income of \$1,810,183, after charges, equal after preferred dividends, to \$5.04 per share on 313,750 common outstanding, comparing with \$968,835, or \$2.32, in the preceding year. The income account shows that surplus increased from \$728,835 to \$1,583,131.

Current assets as of Dec. 31 were \$2,979,248, against \$4,581,988 at the end of 1924, and current liabilities \$1,252,125, against \$1,584,996, leaving net working capital of \$1,727,123, against \$2,996,992. Cash on hand decreased from \$651,041 to \$479,231, and funded debt from \$780,000 to \$464,500.

A.E.R.A. Convention Goes to Cleveland

The 45th Annual Convention of the American Electric Railway Association and the Manufacturers' Exhibit, will be held at Cleveland, Ohio, October 4th to 8th, inclusive.

Both floors of the Cleveland Public Auditorium and the entire Cleveland Public Auditorium Annex immediately adjacent thereto will be used for the Manufacturers' Exhibition. In addition to this, 7200 square feet will be available in out-door space, as well as 1500 lineal feet of track space for the display of all kinds of cars and rolling equipment. The out-door and track space adjoins the Auditorium and Annex.

The registration at the 44th Convention held at Young's Million Dollar Pier, Atlantic City, New Jersey, last October, totalled 7147. The 205 Manufacturer Members of the Association who had displays, occupied more than 100,000 net square feet of space, to say nothing of the 7 completely equipped trolley cars which were shown on the Boardwalk, the Diesel Electric Locomotive and two gasoline rail cars which were shown on tracks in adjacent streets.

Space applications and diagrams showing the exhibition layout of booths will be ready to go in the mail June 1st. Thirty days will be allowed members in which to file requests for display space.

For information regarding exhibit space communicate with Fred Dell, Director of Exhibits, American Electric Railway Association, 292 Madison Avenue, New York City.

Moreland Six-wheel Truck Replaces Mule Teams

A marked reduction in the cost of hauling grain from the Buene Vista Lake district in California to Bakersfield is reported by C. W. Hayes who is using a Moreland six-wheel truck to replace mule

The soft river silt soil, while adapted to agriculture, makes poor roads. The mules formerly used suffered from the heat and dust and the mortality rate among the animals added to the cost of hauling. The truck is negotiating the trips successfully, at a large saving in cost, according to Mr. Hayes.

Starting Patents Sold by Westinghouse

The Eclipse Machine Co. has bought from Westinghouse Electric & Mfg. Co., the patent rights for the latter's starting, lighting, and ignition systems for automobiles and other automotive vehicles, according to announcement of Edward J. Dunn, president of the Eclipse Co.

American Car Motors to Start Production

F. R. Fageol Will Direct Motor Bus Sales

THE establishment of principal manufacturing headquarters in Detroit and a production estimated at 15 units, bus or truck, within 60 days by the American Car & Foundry Motors Co., was indicated by its president, C. S. Sale.

Details of the organization and management have been decided upon. Operations at the factory will be in charge of Col. E. J. Hall, well known co-worker with Col. J. G. Vincent in designing the Liberty aviation engine during the World War. Sales will be directed from the New York office with F. R. Fageol, one of the pioneers in the bus field, in charge.

The American Car & Foundry Motors Co. is the result of a series of new alliances and mergers dating back to September of last year when the Car & Foundry Co. secured control of the Hall-Scott engine company. This was followed by the acquisition of control of the Fageol Motors Co., of Ohio. These two moves brought about an indirect interest in the J. G. Brill Co., of Philadelphia, street railway car manufacturers, through the latter's interest in both Hall-Scott and Fageol.

With these steps completed the American Car & Foundry Motors Co. was organized with the Car & Foundry Co. owning the entire capital.

The officers of the Motors Co. are: President, C. S. Sale; vice-presidents,

President, C. S. Sale; vice-presidents, Col. E. J. Hall, Horace Hager, L. Stancliffe, G. R. Scanlan, and F. R. Fageol; secretary, H. C. Wick; treasurer, S. A. Mallette. The Brill interests are represented in the directorate by S. M. Curwen, president. The president of the Car & Foundry Co., Mr. W. H. Woodin, is chairman of the Board of the Motors company.

Dodge Low Bidder on Detroit Buses

Dodge Bros., Inc., were lowest bidders on 125 motor coaches which the Detroit Street Railway is planning to purchase for use in the city.

The companies which submitted bids and their estimates per bus follow: Dodge Brothers, Inc., \$13,360; Yellow Coach Company, Chicago, \$13,675; Fageol Motors Company, \$14,136; Cummings Car and Coach Company, Chicago, \$14,-326. The prices include tires and the government tax.

In asking for the bids, the D. S. R. reserved the right of an option on 300 additional buses at the prices quoted.

The specifications called for two-deck buses, the upper deck fully enclosed and the vehicle to be able to pass under a thirteen-foot viaduct unloaded. They were to seat 27 passengers on the lower deck and 33 on the upper deck. Seats were to be of Spanish leather. The engine was to be a six-cylinder gas-electric.

Sanderson-Cyclone Drill Buys Seaver Engine

Removed to Orrville—No Change in Personnel

ANNOUNCEMENT has just been made that the Sanderson-Cyclone Drill Co., Orrville, Ohio, has purchased the Motor Division of the Wellman-Seaver-Morgan Co., of Cleveland, Ohio. The agreement includes the patterns, jigs, special machinery, inventory and good will

The personal property has been moved from Cleveland to Orrville, Ohio, where production of the engines has started. The heads of the engineering and manufacturing departments of the W-S-M factory have been engaged in similar positions with the purchasers.

The W-S-M engine has been added to the line of mining, quarry, construction, and well machinery manufactured by the Sanderson-Cyclone Drill Co.

The engine is a 4 cylinder valve in head type, 4¾ in. bore, 6 in. stroke, 56 hp. at 1400 r.p.m. The cylinders are removable sleeves. Only one gasket is used on the oil pan and the lubrication is by full force feed to all working parts. An enclosed governor, running in oil, controls the speed.

Parish Opens New Plant at Reading

A new frame plant, designed to manufacture 95 per cent of all the truck and bus frames in the United States, was recently opened by the Parish Mfg. Co., at Reading, Pa.

Acting as architects and engineers, the Parish organization designed and supervised the construction of the new plant. They also carried out the moving from the old site three miles away to the new building without a shutdown and with the loss of only one week's production.

Continuous movement of the frame members in a huge U-shaped course is included in the plan of the factory. The steel is delivered inside the building in freight cars and is unloaded by 10-ton cranes. The steel is rolled in sheets of special size and is softened in an annealing furnace before being formed. The annealing furnace has a capacity of 90 tons in a charge. The heating requires 24 hours and the cooling takes five days.

After annealing the side members are cut to shape in blanking presses which handle a side member complete in one stamping. The side member is then taken to the huge forming press where a total pressure of 4,000 tons is available to bend the sides, put in the bends and kick-ups, the job being completed in a minute and a half.

The heat-treating of steel frames is a feature of the Parish plant. The quenching and tempering furnaces are 40 ft. long and can be loaded from either end. Heat up to 1600°, controlled automatically within 10°, is furnished by oil burners.

After tempering the frames are

straightened by hydraulic machinery. The holes in the frames, as many as 250 in some cases, are punched in both right and left side members, at the same time, in a special machine.

The side members and cross members meet at the assembly point and the riveting operation is followed immediately by the painting with the priming coat.

The machine shop and tool making department are located on a mezzanine floor in the main shop, 20 ft. higher than the main floor.

All machinery in the plant is in duplicate so that production is not delayed in case of breakdown of one machine.

Timken Bearing Earns \$6.73 Per Share

Net profit of Timken Roller Bearing Co. for 1925, after depreciation, interest and Federal taxes, was \$8,088,338, or \$6.73 per share on 1,200,882 outstanding no par capital stock, comparing with \$5,805,686 or \$4.38, in 1924. After payment of \$4,803,528 capital stock dividends, surplus was \$3,284,810, against \$1,004,358 at the end of 1924.

The balance sheet shows cash \$590,889 against \$523,949 for 1924; securities, \$11,310,596, against \$7,695,228; notes and accounts receivable, \$1,745,907, against \$1,680,667; in ventories, \$5,435,890, against \$1,382,735; accounts payable, \$1,136,544, against \$695,282.

Gasoline Tax Income Mounts Rapidly

Nearly \$150,000,000 was paid in gasoline taxes in 1925 by motor vehicle operators, according to the Bureau of Public Roads of the United States Department of Agriculture. The exact amount collected was \$146,028,940, an increase of 83 per cent over the total in 1924 and four and one-half times the total in 1923. The increase is the result of the still wider use of motor vehicles, adoption of the tax by a number of states which had not previously resorted to it, and higher rates of taxation by other states.

Of the total tax collected, \$102,065,216 was made available for state highways, \$32,721,704 for county and local roads, \$217,393 for collection costs and \$11,024,627 for other purposes.

No tax was assessed in Illinois, Massachusetts, New Jersey and New York. The amount collected in the remaining states averages 2.26 cents per gallon. The average consumption per vehicle was about 430.

Spicer Organizes Abroad

The organization formed by the Spicer Mfg. Corp. and E. J. Hardy & Co., Ltd., and known as Hardy & Spicer Co., Ltd., has recently been completed and Edward J. Hardy is to continue as chairman of the board, with Joseph A. Oldbury as managing director. The American directors will be C. A. Dana and R. E. Carpenter. Herbert Clark, representing the Spicer interests abroad for the last two years, will be works manager for the new concern.

Nation-Wide Facilities for Electric Trucks

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117 Cities Now Have Electric Charging Facilities

SERVICE facilities for users of storage battery propelled street trucks and industrial trucks and tractors are now maintained in 117 cities. At the 95 points indicated on a map, prepared by the Society for Electrical Development, complete battery, motor and charging equipment service is available. At 22 other points in close proximity to the first group, representatives of storage battery electric motor and charging equipment manufacturers are cooperating with electric truck dealers in servicing electric truck users.

Actually service is provided from coast to coast. Working out from the cities indicated, field men are available at a moment's notice to cover any city in the country where they are needed. In this way it is possible to give users of storage battery transportation equipment every assistance in maintaining efficient operation at all times.

With the number of electric street truck and industrial truck fleet users rapidly increasing it is felt by the manufacturers that users should be given the best in follow-up service. Although the number of electric trucks in operation is still limited, no less an authority than the late Dr. Charles P. Steinmetz estimated that eventually electric trucks will be operated on 75 per cent of all city delivery routes.

Cummins Bill Apt to Die in Committee

(Continued from page 8)

Stablemen and Helpers of America, favoring the bill, was also read into the records.

Thomas McDonald, Chief of the Department of Public Roads, whose recent researches on the motor truck as related to the railroads have been read by every one, exploded much of the testimony of the proponents of the bill. He also showed that the best policy in connection with the proposed regulation was that the matter be dropped temporarily.

Theo. D. Pratt, general manager of the Motor Truck Association of America, Inc., which is an association of motor truck owners who operate as private carriers, and contract and public carriers for hire, presented a comprehensive paper wherein he gave an exposition as to why he did not believe that the industry, as it is engaged in interstate commerce needs regulation at present. He further stated that he did not believe that it could survive such regulation as proposed in the Senate Bill 1734.

The real expert driver is also a careful motorist, according to the National Safety Council.

THE COMMERCIAL CAR JOURNAL april 15, 1926

A.E.R.A. Disapproves Outside Exhibits

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Informal exhibits of buses near hotels and of smaller units in hotel rooms during conventions are condemned by a resolution passed by the Executive Committee of the American Electric Railway Association at a meeting held March

The resolution states that the Executive Committee "again vote to look with displeasure upon manufacturers having demonstration trips or exhibits at any places other than that designated by the Association."

Copies of the resolution will be sent to all manufacturer members and to the Cleveland Convention committee for distribution to the public; authorities in Cleveland, the Cleveland Chamber of Commerce, and the hotels in Cleveland, asking their co-operation in carrying out the intent of the resolution.

Setting aside of one day of the annual convention for inspection of the exhibits, no sessions being scheduled on that day, has been adopted for this year's convention. Wednesday, October 6th, has been designated for this purpose.

Selling + Service = Success

(Continued from page 19)

for the rest of the state or lower Georgia are handled on a per hour basis.

As has been mentioned Barton gets splendid support from the parent company's big local branch. Mr. H. E. Moredock is manager of this and he emphasized the company's policy of service, stock of parts, immediate shipments, etc.

He referred as well to the company's advertising. In this they cooperate freely with all dealers, this extending into mediums, methods, certain trades, printed matter, etc. He emphasized one point which Barton also mentioned. The medium in which the advertisement is placed and the immediate neighbors in that medium, have a large influence. In a high-grade medium with high quality neighbors, you are rated as high grade also. In a low-grade medium with low or poor quality neighbors, you are rated with them.

Moredock said that trucks were selling exceptionally well all over the state, while buses were selling very fast to realty companies, mostly. This was during the embargo of late 1925. The trouble then was to get the trucks and buses. The company was heavily stocked up but even this was not sufficient, so shipments were made to Valdosta, Ga., and driven from there over. In the case of buses, immediate delivery was always asked, so if you did not have buses on the floor when the inquiry came in, you lost out on that particular business. All over Florida, dealers were selling I. H. C. trucks, tractors, buses and agricultural implements.

Moredock said that all their dealers none were doing better than Barton, few as well. He has good territory, is energetic and works it hard and persistently.

He has a good crew of men and keeps them moving. He watches his credits and collections closely, and keeps in well with the banks.

The Economics of Carburetting and Manifolding

The influence of manifold design on engine performance and economy is covered extensively and thoroughly in the new book by W. A. Brewer under the above title. The three functions of the fuel system of metering, vaporizing and distributing are explained.

The question of crank dilution is brought out as a problem limiting carburetor and manifold design. A suggestion is made that two oil pumps be provided, one circulating oil through the filter and the other the usual circulation pump.

A description and analysis of many different types of inlet manifolds and combined manifolds is given. Various ways of providing heat to the mixture going into the cylinders, including heating the air, water jacketing the intake pipe, exhaust jacketing the pipe, and many variations of the "hot-spot" idea are illustrated.

The fact that the intake manifold distributes the fuel as a liquid flowing over its surface rather than in the volume of mixture in the manifold is shown by reports of experiments and tests.

International Harvester Report Shows Better Farm Business

Agricultural conditions in the United States have shown some improvement, according to the annual report of the International Harvester Co., for 1925, just issued.

An increase in domestic business and also in foreign trade, especially in Germany, France and Sweden, are noted in the annual statement.

Confidence that the company will be completely vindicated when decision is rendered by the United States Supreme Court on the appeal of the Government from the decision made by the lower court is expressed by the directors in the report.

Harvey Spring Opens California Branch

A direct factory branch of the Harvey Spring and Forging Company, of Racine, Wis., is to be established immediately in San Francisco, with George F. Howe, as manager and G. R. Waddell as local sales representative, according to announcement here by T. H. Van Horn, general sales manager of the Harvey Company. The whole Pacific Slope and the Hawaiian Islands will be served from the new factory branch.

Court Dismisses Suit Against American Bosch

The United States District Court has dismissed the suits brought by Otto Heins and Albert Klein against the American Bosch Magneto Corp. and the plaintiffs will appeal to the United States Supreme Court.

These suits, filed early in 1920, alleged conspiracy in the sale of the American Bosch Magneto Corp. by the alien property custodian.

Service Truck Adds Booster Brake and Oil Filter

Two improvements, a booster brake and an oil filter, have been added to the Service truck model 25 which was described in the March issue of the Commercial Car Journal, page 44.

The new brake system uses intake manifold vacuum to amplify the pressure exerted on the brake pedal by the driver. The oil filter and rectifier is designed to remove dust and other foreign matter from the oil in the crankcase and to vaporize the unburned fuel which has worked its way into the oil.

The annual meeting of the American Road Builders' Association will be held Friday, May 14th at the Engineer's Club, New York, according to an announcement made today by W. H. Connell, president of the association. The meeting will be attended by approximately one thousand active members of the organization representing all states of the Union and Canada.



Chicago & Alton officials about to embark on pathfinding trip to St. Louis in a new 27-passenger International Harvester motor coach

THE

Monthly

-Corrected

Specifications-

California Committee Divided on Regulation Report

No agreement as to recommendation to be made for a law to regulate motor transportation in the state of California has yet been made by the Committee of Twenty-one which was appointed by the State Railroad Commission to investigate the subject.

The committee has completed its study of the truck and stage systems operating in the state in less time than was, at first, thought to be necessary. The present difficulty is in arriving at a common basis of agreement of the features desired in legislation to regulate the motor truck and stage lines.

The stage operator members of the committee are believed to favor state control of all motor vehicle operation, part of the truck operator members of the committee favor regulation and part do not, but the seven representatives of the agricultural interests are opposed to any control of the hauling of seasonal crops and do not much favor the regulation of other motor vehicle hauling.

The report of the Committee of Twenty-one will be watched with keen interest by the truck and bus owners of California as well as those in Washington and Oregon where similar legislation is advocated.

Continental Reports Interest in Argyle Sleeve Valve Engine

Keen interest is being shown by automobile manufacturers in the Argyll single sleeve engine, patents of which the Continental Motors Corp. recently acquired, according to W. R. Angell, executive vice-president. He said that a number of automobile companies who in the past have been building their own motors are displaying interest in the Argyll engine.

The regular quarterly dividend, at the rate of 80c a share per annum, was declared by the Board of Directors on Mar. 30. The dividend is payable April 30th to stockholders of record April 15th. With the payment of this dividend the company will have paid to stockholders \$704,338 since January 1.

Lycoming Buys Equipment to Double Output

John H. McCormick, general manager of the Lycoming Mfg. Co., builders of Lycoming motors, has announced that the first consignment of equipment and machinery sufficient to double the capacity of the plant, increase its working force and enable it to eliminate night production has been received. Many more carloads of equipment and machinery are to follow.

The general manager of the company announces that the company by acquiring the new equipment will be able to add to its present force during the season at which business is at a peak and which gets in full swing during the months of March and April. One of the advantages is the elimination of the night shifts.

The conveyors obtained are of the latest type in the automotive manufacturing field, and will facilitate the moving in the plant of motors and their parts as they pass through the various departments in process of manufacture.

\$1,000,000 Illinois Transportation Company Formed

M. A. Riskind, B. E. Jaffe, B. E. Smith, and A. E. Hutt, all of Chicago and F. R. Button, Springfield, have organized the Highway Transportation Corporation of Chicago with capital stock of \$1,000,000, the largest concern from a capital account, yet organized in Illinois.

The company proposes to cover the state with a group of motor bus routes, among them being from Bloomington to Urbana; Beardstown to Quincy; Rushville to Moline; Springfield to Beardstown; Springfield to Pana; Peoria to Galesburg; and Peoria to Rushville.

Albert E. Hutt has been elected president of the company and the headquarters are at 901 S. La Salle Street, Chicago. Some of the proposed routes are over unfinished sections of the hard roads, while others are routes already served by bus lines. The commission has not yet selected a date for the hearing on this petition.

Personals

S. Duncan Black, president of the Black & Decker Mfg. Co. has been appointed to the board of directors of the Motor & Accessory Manufacturers Association to fill the unexpired term of R. W. Procter, resigned.

R. Harry Croninger has been elected vicepresident and director of maintenance and service of the Yellow Truck & Coach Mfg. Co. He has been connected with the Yellow manufacturing interests in Chicago for the past four years as assistant general man-

W. R. Edson was elected a director of Mack Trucks, Inc., to succeed the late H. K. Pomroy, at a recent meeting.

C. W. Haddon has recently received an appointment to the executive staff of Copeland He was formerly general Products, Inc. sales manager of the Velie Motors Corp.

Conrad A. Haertel, chairman of the board of directors and former president of the Waukesha Motor Company died recently at his home after a long illness. He was 75

Thomas S. Lindsay, general sales manager of the Kelly-Springfield Tire Co. has been elected vice-president and director. Louis Mueller succeeds Tim Marshall as general factory manager. He has also been rewarded with a vice-presidency and directorship.

Paul W. Litchfield has been elected president of the Goodyear Tire & Rubber Co. to succeed the late G. M. Stadelman. He was senior vice-president and is succeeded in that capacity by Frank K. Espenhain. E. G. Wilmer was re-elected chairman of the board and C. F. Stone, C. E. Slusser and C. A. Stillman were made vice-presidents.

Thomas J. Litle, Jr. has joined Copeland Products, Inc. as vice-president in charge of engineering and development, He was formerly chief engineer of the Lincoln division of the Ford Motor Company,

L. A. McQueen, assistant general sales manager of the B. F. Goodrich Rubber Co. has been appointed to take charge of tire sales. This appointment results from the creation of a separate sales division for the company's tire business

Harlan A. Pratt has been appointed manager of the Oil & Gas Engine Dept. of the Ingersoll-Rand Company.

J. L. Sebring has been appointed sales manager of the Air Cleaner and Oilfiltor Division of the Handy Governor Corp.

H. S. Vance has been appointed vice-president in charge of manufacturing of the Studebaker Corporation to succeed M. F. Wollering, resigned,

J. H. Weller has been appointed general manager of the Acme Motor Truck Company, He was formerly factory manager and vicepresident of Gray Motors.

C. F. Williams, president of the Acme Motor Truck Co., was re-elected at the annual election held recently. elected were: J. P. Wilcox, vice-president; L. C. Klesner, secretary, and Henry Knowlton, treasurer.

L. L. Woodward, president of Fitzgibbon & Crisp, Inc. has been elected president of the Autocar Company. He will continue his present capacity with Fitzgibbon & Crisp, dividing his time between the two enter-



Air brakes insure safety of heavy tractor trailer equipment

The Western Maryland Dairy Co., of Baltimore, Md., operating 118 pieces of automotive equipment, including motor trucks, tractor trucks, trailers and salesmen's passenger vehicles. About seven months ago this company purchased twelve Warner trailers, all of which are standard equipped with Westinghouse air brakes. Eight White and one Pierce-Arrow tractor trucks furnish power equipment. These trailers are operated seven days a week and average from seventy to ninety miles per day each. Mr. R. J. W. Hamill, Transportation Manager, states that it would be impossible for them to haul ten ton loads over the mountainous territory in which this equipment operates without the air brake system, especially on some of the grades which are over a mile long.

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Supplied Direct by the Makers. Following Table by Reference Sign (§) in Front of the Name Monthly Commercial Cars _Corrected Are Corrected Each Month From Data at the End of Gasoline Specifications Tractor-Trucks Will be Found The Specifications, Chassis Prices, Etc., Car Commercial Gasoline

See Pages 44 and 45 in the Those Chassis Which Are Sold and Recommended for Bus Use Are Designated For Motor Bus Chassis

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43 Chassis Weight (lbs.)
(stripped) page Kims (Make) Gdy Hoo Non Non Fir Fir Fir Fir Fir abbreviations, Bim Roy, Van Van Van Van Bim Bim Bim Bim Bim Bim Bim Bim Bim Cla Wheels (Make) Steering Gear (Make) phings (Make) Tut Mat Mat Mat Mer Mer Mer Mer Mer Mer She Det Det of Front Axle Make and Model 610 FTT 370 1544B 1544B Key 550 D370 D370 510 510 5550 5550 550 1526 370 30 5550 1544 Brakes, Location Ratios Total Reduction in wo.L 35.6 41.0 41.0 49.4 46.5 42.0 445. 446. 63. 39. Gear Total Reduction in Type THE THE PROPERTY OF THE TRANSPERTY OF THE PROPERTY OF THE PROP THE THE THE THE THE MANNE Final Drive 张二招郑成成郑成郑成郑成为《太太太太太太太太太子子》 第二日郑成成郑成郑成为《张成《《太汉》 Axle **邓明明成成成成成成成为邓明成成** Rear D.T.P. W21 6566 6566 6566 6566 21 21 6566 6566 6566 6566 W21 2D 25A 88EF 66 W-21 W-21 88EF 6560 Make and Model 25A 6560 Universals (Make) No. of Forward Speeds Location Gearset Make and Model 51 51 51 THE PROPERTY OF THE PROPERTY O Clutch Type and Make Del Non Dyn Dyn Non Bos Bost Bost Rem Rem Rem Rem Rem Rem Cart Bost L-N L-N L-N Generator and Starter (Make) Electrical Ignition System (Make) Fuel Feed Fuel Carburetor (Make) Radiator (Make) Governor (Make) Oiling System Valve Arrangement N.A.C.C. Rated H.P. Bore and Stroke Number of Cylinders Make and Model P. 4088 Hee O. D. 4088 S. Hee O. D. S. 3848 C. No. 25 Sept. 10 Dec. 25 Rear (inches) Size Tire General Front (inches) Standard Wheelbase (inches) $\begin{array}{c} 156 \\ 115 \\ 111 \\ 1138 \\ 11138 \\ 11138 \\ 11153 \\ 11154 \\ 11154 \\ 11154 \\ 11154 \\ 11154 \\ 11154 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156 \\ 11156$ Chassis Price Trade Name and Model

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Clutch	Type and Make	D. D	
Electrical	Generator and Starter (Make)	Besser Besse Be	ZZZ.
Sys	Ignition System (Make)	■ 8	WW.
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Engine	Valve Arrangement		
	N.A.C.C. Rated H.P.	000	388 382 44 6
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TH

Fire B-P-S-DF DS

B.I. Ca. B.I

Rus—Russei Motor Axie Co., Detroit, Mich. S—Spiral Bevel.
Sal—Salisbury Axie Co., Jamestown, N. T. She—Sheidon Axie & Spring Co., Wilkes-Barre, Pa.
Shu—Shuler Axie Co., Inc., Louisville, Ky. Std—Standard Parts Co., Cleveland, O. Tim—Timken Det. Axie Co., Detroit, Mich. Tor—Eaton Axie & Spring Co., Cleveland, Ohio.

Tor—Eaton Axie & Spring Onio.
Ohio.
Vul—Vulcan Motor Axie Co.
Wal—Walker Axie Co., Chicago, Ill.
W—Worm.
Wis—Wisconsin Parts Co., Oshkosh, Wis.

Amc-American Autoparts Co., Detroit,

Amc-American Autoparts Co., Detroit, Mich.
Arm-General Motors Co., Pontiac, Mich.
Bea-Beans Spring Co., Inc., Massillon, O.
Bet-Betts Bros. Sp. Co., Inc., San Francisco, Cal.
Cha-Champion Auto Sp. Co., St. Louis, Mo.

Mo.
Del—D. Delany & Son, Newark, N. J.
Det—Detroit Steel Prod. Co., Detroit, Mich.
G-C—Garden City Sp. Works, Chicago, Ill.
Har—Harvey Sp. & Forging Co., Racine,
Wis.
Lah—Laher Auto Spring Co., Portland,
Ore.

Ore.

Mar-Maremont Mfg. Co., Chicago, Ill.

Mat-Mather Spring Co., Toledo, O.

Mer-E. R. Merrill Spring Co., New York.

Pen-Penn Sp. Works, Baldwinsville, N. Y.

Per-Eaton Burn. & Sp. Co., Cleveland, O.

Row-William & Harvey Rowland, Phila,
Pa.

Pa.
She—Sheldon Axle & Sp. Co., Wilkes-Barre, Pa.
S. P.—Spring Perch Co., Stratford, Conn.
S. S.—Standard Steel Sp. Co., Coraopolis,

S. S.—Standard Steel Sp. Co., Coraopolls, Pa.
Tem—Temme Spring Corp., Chicago, Ill.
Tut—Tuthill Sp. Co., Chicago, Ill.
U. S.—United States Sp. Co., Los Angeles, Cal.

CAS—C. A. S. Products Co., Columbus, O. Dod—Dodge Bros. Co., Detroit, Mich. Gem—Gemmer Mfg. Co., Detroit, Mich. Han—Hannum Mfg. Co., Milwaukee, Wis. Jao—Saginaw Products Co., Saginaw, Mich. Lav—Hannum Mfg. Co. Ros—Ross Gear & Tool Co., Lafayette, Ind. Woh—Wohlrab Gear Co., Racine, Wis.

Aro—Archibald Wheel Co., Lawrence, Mass.
A-W—Auto Wheel Co., Lansing, Mich.
Bet—Bethlehem Steel Co., Bethlehem, Pa.
Blm—Blimel Spoke & Auto Wheel Co.,
Portland, Ind.
Bud—Budd Wheel Co., Phila., Pa.
Cla—Clark Equip. Co., Buchanan, Mich.
Day—Dayton Automotive Wheel Co., Dayton, Ohio.
Dis—Motor Wheel Corp., Lansing, Mich.
Hay—Hayes Wheel Co., Jackson, Mich.
Hoo—Hoopes, Bro. & Darlington, Ine.,
West Chester, Pa.
Ind—Indestructible Wheel Co., Lebanon,
Ind.
Int—Interstate Foundry Co., Chicago, Ill.
Jon—Phineas, Jones & Co., Hillside, N. J.
Kel—Kelsey Wheel Corp., Lansing, Mich.
Mo—Michigan Malleable Iron Co., Detroit.
Mot—Motor Wheel Corp., Lansing, Mich.
Mun—Muncle Wheel Co., Muncle, Ind.
Nor-Northern Wheel Corp., Alma, Mich.
Pru—Prudden Wheel Co., Lansing, Mich.
Roy—Royer Wheel Co., Lansing, Mich.
Roy—Royer Wheel Co., Lansing, Mich.
Roy—Royer Wheel Co., Lansing, Mich.
Sch—St. Marys Wheel & Spoke Co., St.
Marys, O.
Smil—Smith Wheel, Inc., Syracuse, N. Y.
StM—St. Marys Wheel Co., Terre Haute,
Ind.
Van—Van Wheel Corp., Oneida, N. T.

Ind.
Van—Van Wheel Corp., Oneida, N. T.
Way—Wayne Wheel Co., Newark, N. T.

Fir—Firestone Steel Prod. Co., Akron. O. Gdy—Goodyear Tire & Rub. Co., Akron. O. Hay—Hayes Wheel Co., Jackson, Mich. Jax—Jaxon Steel Prod. Co., Jackson, Mich. Kel—Kelsey Wheel Co., Detroit, Mich. Non—None Supplied.

Rim Equipment:

A—Rear Wheels only.
B—Drive Shaft and Rear Wheels.
C—6 Wheel Brakes.
D—Jackshaft and Rear Wheels.
E—4 Wheel Brakes.

Springs:

Steering Gear:

KEY OF ABBREVIATIONS

‡—Generator & Starter at Extra Cost. †—Starter not Supplied, Generator at Extra

†—Starter not Suppned, General Cost.

Starter at Extra Cost.

A-L—Electric Auto-Lite Corp., Toledo, O. Alc—Cincinnati S. B. Co., Cincinnati, O. Apo—Apolo Magneto Corp., Kingston, N. Y. Bij—Bijur Motor Appliance Co., Hoboken, N. J.

Bos—American Bosch Magneto Co., Springfield, Mass.

Con—Connecticut Telephone & Electric Co., Meriden, Conn.

Del—Dayton Engin. Lab. Co., Dayton, Ohio.

Co., Meriden, Conn.
Del—Dayton Engin. Lab. Co., Dayton,
Ohlo.
DJ—DeJohn Elec. Corp., Toledo, Ohlo.
DJ—DeJohn Elec. Corp., Toledo, Ohlo.
Dyn—Gwen Dyneto Corp., Syracuse, N. Y.
Ele—Elsemann Magneto Corp., New York.
Exi—Electric S. B. Co., Phila., Pa.
G&D—Gray & Davis, Boston, Mass.
Gou—Gould S. B. Co., New York.
Hob—Hobbs Battery Co., Los Angeles, Cal.
L-N—Leece-Neville Co., Cleveland, O.
N-E—North East Elec. Co., Rochester,
N. Y.
Non—Not Supplied.
Pol—Prest-O-Lite Co., Indianapolis, Ind.
Rem—Remy Electric Co., Anderson, Ind.
Rem—Remy Electric Co., Sidney, N. Y.
Sci—Scintilla Magneto Co., Sidney, N. Y.
Sim—Simms Magneto Co., E. Orange, N. J.
USL—U. S. Light & Heat Corp., Niagara
Falls, N. Y.
Ves—Vesta Battery Corp., Chicago, Ill.
Wes—Westinghouse Elec. & Mfg. Co.,
Springfield, Mass.
Wil—Willard S. B. Co., Cleveland, O.

Cotter and dearset.
Cother ratios optional.
A-Amidships.
B & B-Borg & Beck Co., Chicago, Ill.
B-L-Brown-Lipe Gear Co., Syracuse, N. Y.
Cot-Cotta Trans. Corp., Rockford, Ill.
Cov-Covert Gear Co., Lockport, N. Y.
Det-A. J. Detlaff Co., Detroit, Mich.
Do-Detroit Gear & Machine Co., Detroit.
Mich.
Dod-Dodge Brothers Co., Detroit, Mich.
Dur-Durston Gear Corp., Syracuse, N. Y.

Dod—Dodge Brothers Co., Detroit, Mich.
D—Disk.
Dur—Durston Gear Corp., Syracuse, N. Y.
Ful—Fuller & Sons Mfg. Co., Kalamazoo,
Mich.
H-S—Hele-Shaw, Merchant & Evans Co.,
Philadelphia, Pa.
Hoo—Hoosier Clutch Co., Muncie, Ind.
J—Unit with Jackshaft.
K—Cone.
Lon—Long Mfg. Co., Detroit, Mich.
M-E—Merchant & Evans Co., Phila., Pa.
M. M.—Mechanics Mach. Co., Rockford, Ill.
Mun—Muncie Gear Works, Muncie, Ind.
O—Disk in Oil.
P—Plate.
R—Rear Axle.
S—Separate Unit.
U—Unit with Engine.
W-G—Warner Gear Co., Muncie, Ind.

B.G.—Universal Machine Co., Bowling Green, Ohio.
Blo—Blood-Bros. Mach. Co., Allegan, Mich. Det—Universal Products Co., Detroit, Mich. Har—Spicer Mfg. Co., S. Plainfield, N. J. M-E—Merchant & Evans Co., Phila., Pa. M. M.—Mechanics Machine Co., Rockford, Ill.

Pet—Cleveland Universal Parts Co., Cleve-

Ill.

Pet—Cleveland Universal Parts Co., Cleveland, Ohio.

Pic—Carl Pick Co.. West Bend, Wis.

Sne—Spicer Mfg. Corp., S. Plainfield, N. J.

Spi—Spicer Mfg. Corp., S. Plainfield, N. J.

The—Thermoid Rubber Co., Trenton, N. J.

Thei—Universal Drive Shaft Co., Cleveland, Ohio.

U-M—Universal Machine Co., Bowling Green, Ohio.

U-P—Universal Products Co., Detroit, Mich.

%—Semi-Floating.
%—Three-Quarter Floating.
Cla—Clark Equip. Co., Buchanan, Mich.
Col—Columbia Axle Co., Cleveland, O.
Con—Continental Axle Co., Edgerton, Wis.
C—Chain.

C—Cnain.

B—Straight Bevel.

D—Dead.

Eat—Eaton Axle Co., Cleveland, Ohio.

F—Floating.

I—Internal Gear.

P—Spur Gear.

R—Double Reduction.

Front and Rear Axles:

Clutch and Gearset:

Electrical System:

'-More than one wheelbase furnished.

Tires:

B—Balloon.

P—Pneumatics standard equipment.

S—Solids.

DP—Dual pneumatics standard equipment.

DS—Dual solids.

This sign after tire size indicates that pneumatics can be furnished at extra

H—Overhead.

Has—Hall-Scott Motor Car Co., Berkeley,
Cal.

Her—Hercules Motors Corp., Canton, Ohio.

Himleo—Hinkley Motors, Inc., Detroit,

Mich.

Mi

T-T-Head.

Way-Waukesha M. Co., Waukesha, Wis.

Wis-Wisconsin M. Mfg. Co., Milwaukee,

Wis.

Tell-Yellow Sleeve V. E. Works, E. Moline,

Ill.

X-Sleeve.

Con-Continental M. Corp., Detroit, Mich. Dup-Eisemann Magneto Corp., New York. Han-Handy Gov. Co., Detroit, Mich. Hin-Hinkley Motors, Inc., Detroit, Mich. E.P.-K. P. Products Co., New York, N. Y. McK.-E. R. Kiemm, Chicago, Ill. Mon-Monarch Gov. Co., Detroit, Mich. Non-Not Supplied. Pha-Pharo Mfg. Co., Bethlehem, Pa. Pis-Pierce Governor Co., Anderson, Ind. Sim-Eisemann Magneto Corp., New York. Tac-Tractor Appliance Co., New Holstein, Wis. Wau-Waukesha M. Co., Waukesha, Wis.

Bus—Bush Mfg. Co., Hartford, Conn. Chi—Chicago Mfg. Co., Chicago, Ill. E-M—English & Mersick Co., New Haven,

E-M-English & Mersick Co., New Haven, Conn.

Fed-Fedders Mfg. Co., Buffalo, N. Y.

Fle-Flexo Mfg. Co., Los Angeles, Cal.

G&O-G. & O. Mfg. Co., New Haven, Conn.

Har-Harrison Rad. Corp., Lockport, N. Y.

Id-Ideal Sheet Metal Works, Chicago, Ill.

Liv-Livingston Rad. Corp., Plainfield, N. J.

Lon-Long Mfg. Co., Detroit, Mich.

McC-McCord Rad. & Mfg. Co., Detroit, Mich.

McK-McKinnon Dash Co., Buffalo, N. Y.

Mod-Modine Mfg. Co., Racine, Wis.

Per-Racine Radiator Co., Racine, Wis.

R-T-Rome-Turney Rad. Co., Rome, N. Y.

Spa-Sparks-Withington Co., Jackson, Mich.

Spa-Sparks-Withington Co., Mich.
Mich.
Sta-Standard Radiator Co., Inc., Springville, N. Y.
U. S.-U. S. Cartridge Co., Lowell, Mass.

B.B.—Penberthy Injector Co., Detroit.
Car—Carter Carburetor Co., St. Louis, Mo.
Bas—Ensign Car. Co., Los Angeles, Cal.
Caracterican

Ensign Car. Co., Los Angeles, Cal.
G-Gravity.

Hol-Holley Carburetor Co., Detroit, Mich.
Joh-Johnson Co., Detroit, Mich.
Mar-Marvel Carburetor Co., Flint, Mich.
P-Pressure.
Ray-Beneke Mfg. Co., Chicago, Ill.
Sch-Wheeler Schebler Carburetor Co.,
Indianapolis, Ind.
Ste-Detroit Lubricator Co., Detroit, Mich.
Str-Stromberg Motor Devices Co., Chicago, Ill.

Till-Tilleton McG. Co. Toledo Obio

cago, Ill.
Til-Tillotson Mfg. Co., Toledo, Ohio.
V-Vacuum.
Zen-Zenith-Detroit Corp., Detroit, Mich.

Secine: Bud—Buda Co., Harvey, Ill.
Con—Continental M. Corp., Detroit, Mich.
D—Head & Side
FP—Full Pressure to all bearings including wrist pins.
H—Overhead.
Has—Hall-Scott Motor Car Co.

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Motor Bus Chassis Specifications

For Other Chassis Which Are Recommended and Adaptable for Bus Use, See Models Having Sign (§) in the "COMMERCIAL CAR SPECIFICATIONS"

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		Chassis Only	8 4910 8 4910 8 8700 9 9100	18 3850 18 4000 22 4975 25 6585 29 7200	5 6600 5 8220 5 8220	5200 7000 7000 8 4200 8 6475 9 7875	2 6770 6480 5 5450 6 6850	6500 6500 6500 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300 6300	4500 4700		5 3450 5 6890 7 percen
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Sligh Universal Crankcase Apparatus

This apparatus uses the capillary funnel method to determine, accurately, the percentage of dilution of crankcase oil. The design has been made to adapt the apparatus to use by fleet owners and the



For testing percentage of dilution

tests may be made without the services of a chemist.

Dilution tests may be used to deter-

- 1. Too rich mixture from carburetor.
- 2. Too much use of choke.
- Condition of cylinder bore, pistons and rings.
- 4. Quality of fuel and of oil.

The Sligh Apparatus uses electricity for heating the samples to be tested. A 110 volt electric heater of about 350 watts capacity, consisting of resistance wire embedded in refractory cement is shaped to fit the bottom of the distillation flask. The flask is of pyrex glass of 250 c.c. capacity. The metal condenser is of nickel plated brass and is provided with inlet and outlet water tubes. A laboratory clamp stand with the necessary clamps, a 100 cc. graduate, capillary funnel, condenser, cord, steel wool and cork for the flask complete the equipment.

Quality of the oil being used and the relative value of reclaimed oil may be determined by crankcase dilution tests, as made by this apparatus. It is manufactured by the American Instrument Co., 1220 D Street, N. W., Washington, D. C.

TH

Electric Commercial Cars

Name and Model Number	Total Weight Resting on Four Tires	Chassis Weight— Exclusive of Battery	Minimum Load Capacity	Maximum Load Capacity	Chassis Price	Maximum Speed	Location of Battery	Mileage Per Charge	Motor	Controller	Speeds Forward	Drive	Rear Ayle	Spring	Front Tires	Rear Tires	Steering Gear	Wheelbase	Per Cent of Weight on
Autoear E 1F Autoear E 2D Autoear E 2D Autoear E 3H Autoear E 3H Autoear E 4Y Autoear E 5M C-T-H C-T		3650 4300 6800 7200 2400 2200 3100 3100 3100 4200 5800 6000 6500 12200 1700 1850 2200 1750 1690 2200 1690 2200 1690 2200 1700 1690 2200 1690 2200 1690 2200 1690 2300 4200 2300 4200 4200 4200 1690 2300 4200 4200 4200 4200 4200 4200 4400 4400 4200 4200 4200 4200 4200 4400 4400 4400 4400 4200 4200 4200 4200 4200 4200 4400 4400 4200 4200 4200 4200 4200 4200 4200 4200 4200 4400 4400 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 4200 400 4	2000 4000 15000 1000 1000 1000 1020 2170 4290 6180 9500 13780	2000 2000 2000 2000 2000 2000 4000 7000 1500 2000 4000 7000 10000 5000 7000 1150 1700 2880 5430 7760 11200 15920	2400 2800 3200 4000 4300 2500 6000 1600 1850 2250 2350 3350 3350 3350 3350 3350 4800	14 14 14 14 14 14 14 14 12 11 10 10 15 15 14 13 11 10 10 17 13 11 10 10 11 11 11 12 13 14 13 14 15 16 16 17 18 18 18 18 18 18 18 18 18 18	A A A A A A A A A A A A A A A A A A A	55 60 00 50 50 50 45 45 45 50 50 60 60 50 50 50 50 50 50 50 50 50 50 50 50 50	G-E G-E G-E G-E G-E G-E G-E G-E G-E G-E	G-E G-E G-E G-E G-E Own	555554444444444444444444444444444444444	R R R R R R R R Own Own Own Own Own Own Own I Own I Own C C C C R R C C C C C C R R C C C C C	Own Own Own Own F F F F F F F D F Own Own Own F F D D D D She D D D D She She She She She She	Row	8 34x4 8 34x5 8 34x6 8 34x6 8 36x3\frac{1}{2} 8 36x6 8 36x6 8 36x6 8 36x6 8 36x6 9 32x4\frac{1}{2} 8 36x3 8 36x6 9 32x6 8 36x6 9 32x3 8 36x6 8 36x7	S 34x6 S 34x6 S 36x8 DS36x6 DS36x7 S 36x4 S 36x4 S 36x5 DS36x6 DS36x6 DS36x6 DS36x6 DS36x6 S 34x5 S 34x6 S 34x6 S 34x6 S 34x6 S 36x4 DS36x6 DS36x6 DS36x6 DS36x6 S 34x6 S 34x6 S 36x4 DS36x5 DS36x6 S 34x6 S 36x4 S 36x4 S 36x4 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 S 34x6 S 34x6 S 34x6 S 34x6 S 34x6 S 34x6 S 34x6 S 36x4 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x5 DS36x7 S 36x4 S 36x6 S 36x6 S 36x7 S 36x7 S 36x7 S 36x7 S 36x6 S 36x7 S 36x6 S 36x6 S 36x6 S 36x6 S 36x7 S 36x6 S 36x6 S 36x7 S 36x6 S 36x7 S 36x6 S 36x6 S 36x7 S 36x6 S 36x7 S	Ros	107 120 131 138 138 94 116 96 124 116 122 122 152 152 112 112 122 168 108 112 108 113 114 115 115 115 115 115 115 115 115 115	60 60 60 60 60 60 60 60 60 60 60 60 60 6

NOTE: Battery Equipment on all above makes is at the option of the purchaser. Battery Location Abbreviations: A-amidships; H-under hood; and S-under seat

L. L. Woodward New President of Autocar

In a change in management made to align all interests with plans for refinancing, L. L. Woodward has been named president of the Autocar Company, Ardmore, succeeding David S. Ludlum resigned. The resignation of E. A. Fitts as vice-president of the company has also been accepted but no successor has been named for the present.

The regular annual stockholders meeting of the company will be held April 9 at which time it is announced company plans for refinancing will be acted upon.

The new president is a resident of Trenton where he is president of Fitz-Gibbon & Crisp, Inc., manufacturers of commercial bodies. This latter company has been a large manufacturer of bodies for Autocar chassis and there has been a business relationship between the two companies for many years. Through his body building connection, Mr. Woodward has gained a large familiarity with the affairs of Autocar which in large measure led to his selection for the presidency.

In addition to his body building interests, Mr. Woodward is chairman of the executive committee of the Trenton Trust Co., and has also been active in promoting business enterprises in Trenton and in New Jersey.

FitzGibbon & Crisp have been in business since 1849, originally as wagon builders and latterly in the commercial body field. Mr. Woodward has been identified with the company for 25 years, being president for the past thirteen.

Good Morning! Will You Sell a Used Truck Today?

A Useful Reminder

Every letter to the salesmen of the International Harvester Co. from their head office has one of these stickers attached to it. For that reason the men are not able for long to forget that the trades they take have to be disposed of. Of course the letters are not so frequent as to render the reminders ineffective from too constant repetition.

Dewey New Wood Hydraulic General Manager

Logan Wood, executive vice-president of the Wood Hydraulic Hoist and Body Company has announced the appointment of Frank H. Dewey as general manager of the company. Mr. Dewey was formerly assistant general manager.

Mr. Dewey joined the company in 1920 after the purchase of the Horizontal Hydraulic Hoist Company by the Wood organization. At that time he was Detroit representative for the Horizontal company. Previous to that he was connected with the Packard Motor Car Company for whom he organized the special equipment department of the truck division.

Steps were taken to enforce the Freeman-Collister and the Lippincott-Baxter laws, requiring certificates from the Ohio Utilities Commission in the district which is composed of Van Wert, Mercer, Auglaize, Allen, Hardin, Logan, Putnam and Pauling counties. A meeting of the Lima district of the Ohio Association of Commercial Haulers was held at Lima Two inspectors have been assigned to the district to aid in running down violators.

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More Bethlehem Rolled Steel Truck Wheels Every Day

WE manufacture and carry in stock Bethlehem Rolled Steel Truck Wheels for 2, 2½, 3½, 5 and 7 ton trucks, made for Timken axles and using solid tires. These have the hubs of front and rear wheels equipped with Timken bearing cups. Rear wheels are assembled with the Timken brake drums, and front wheels are furnished with hub caps. Wheels are shipped ready to receive tires and be installed on the truck.

Any other hub cores and brake drums can be made to truck makers' specifications and assembled with the wheel when desired.



Fleet of Pierce-Arrow Trucks equipped with Bethlehem Rolled Steel Truck Wheels operated by the Colonial Sand and Stone Company, New York City.



BETHLEHEM STEEL COMPANY, General Offices: BETHLEHEM, PA.

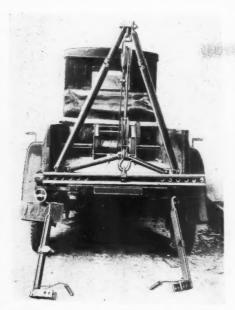
District Offices in Boston, New York, Philadelphia, Baltimore, Washington, Atlanta, Pittsburgh, Buffalo, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, San Francisco, Seattle, Los Angeles

BETHLEHEM

Mayo 3-Ton Wrecking Crane

Demountability is the feature of the new Mayo 3-ton wrecking crane. The boom may be taken down in 2 min., leaving the winch on the bed of the truck, and releasing the car for other service jobs.

The Mayo crane is guaranteed by the manufacturers, to lift anything the service truck can support, and with the Mayo



The Mayo Crane needs only one man

carrying attachment will tow 98 per cent of all wrecks without a second driver, dollies or poles. A side pull attachment is furnished to permit recovering ditched cars without blocking traffic. The winch may be operated from either side of the truck.

The new Mayo crane is priced at \$100, with carrying attachment at \$125 and with carrying attachment and side pull at \$150. Mayo garage equipment is distributed through jobbers, by David Lupton's Sons Co., Philadelphia and Detroit.

The Eagle Battery Charger

The Eagle Charger Corp., of 121 N. 8th Street, Philadelphia, Pa., manufacturers of the Eagle 16 battery gang

charger and the Eagle individual "A" and combination "A and B" radio battery charger, have just announced a new 5 battery gang charger constructed along the same lines as the other chargers in their line.

This 5 battery charger was designed for general service stations and fleet owners. A single battery can be charged with an Eagle gang charger at no greater expense than it would cost to charge a single battery with an individual type charger. As more batteries are added to be charged, from one to sixteen when using the 16B or from one to five when using 5B, the relative cost per charge per battery is uniform throughout the range, if anything, slightly decreasing as batteries are added but never increasing.

The manufacturers claim that continuity of service can only be secured when the charger is so constructed that it can be adapted to the local lighting conditions. A recent survey disclosed variation in line voltages, particularly in rural sections and small towns, of from 100 to 135 volts. If a charger is fixed for 110 volts, it will be seriously overloaded if applied in this fixed construction to a 135 volt line. It would be overloaded approximately 60 per cent, thus greatly shortening its life. The Eagle is equipped with a magnetic control which permits regulation to any voltage from 110 volts to 135 volts, thus eliminating the possibility of an overload, at the same time providing for the maximum rated output which the job is constructed to stand under continuous service. The magnetic control is a patented feature contained in the entire line of Eagle chargers.

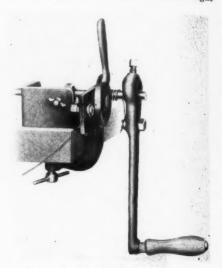
The Eagle is compact in size and is constructed with ample safety factors to withstand an overload of 100% for a reasonable length of time. The multiple chargers are of transformer construction (not resistance type) and can be operated at full capacity at a low rate. For instance, the 16B, operating 16 batteries at a six ampere rate, can be operated at approximately 8c per hour.

List prices on the Eagle are as follows: "A" battery charger, two ampere charging rate, \$18; the combination "A and B" six ampere, \$28; 5 battery gang charger, \$60, and the 16 battery gang charger, \$100.

Rapid Spring Winder

A device for winding coil springs by hand for quick replacement of those broken in service has been put on the market by the Fostoria Screw Co., of Fostoria, Ohio.

Both compression and expansion type springs may be wound with either right



For quickly winding coil springs

or left "lead" as may be desired. The diameter of the springs is determined by the mandrel used and the "lead" is set by a cam and lever.

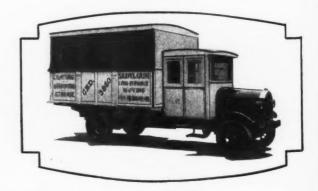
Service station application. Quick replacement of broken coil springs.

Elimination of Trade Abuses Program of Chamber of Commerce of the United States

The elimination of trade abuses and uneconomic trade practices, marking a further step toward the eventual self-government of business has been undertaken by the Chamber of Commerce of the United States. The board of directors of the National organization authorized the appointment of a permanent Committee on Trade Relations to serve as the focussing point for all activities in this direction.

The new committee will comprise representatives of wholesaling, retailing, manufacturing and the public.





The carrying of five cumbersome pianos is the job of this truck

The equipment is produced complete in the Standard Motor Truck Company's shops to meet a new hauling need of an old customer. The body permits loading from the side, as well as the rear, the panel side construction having been eliminated. The design permits greater freedom in handling resulting in the conservation of effort and saving of time. This Fisher Fast Freight body is 11 ft. long and 7 ft. wide.

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"-LIKE THE ONE-ARMED PAPER HANGER"

THIS bus driver is as busy as the famous one-armed paper hanger. His main job is handling his bus in all kinds of traffic, and on the side he has to pick up fares, coddle old ladies, act the human guide book, pack 'em in, and what not. Yet he smiles. His bus is equipped with the Ross Cam and Lever Steering Gear, and handles smoothly and safely. His hard job is made easy by Ross. He sticks and the driver problem is solved for the boss. Let us show you.

ROSS GEAR AND TOOL COMPANY . . Lafayette, Indiana



EASIER STEERING

LESS ROAD SHOCK

ustomer.
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Hexdees Spring Control Device

The Detroite Steel Products Co., announces a new type of self contained spring control device known as Hexdees. It is mounted directly on the springs and is designed to increase the amount of inter-leaf friction and dissipate a greater part of the energy of the initial impulse by reducing the "up" and "down" travel, thereby securing smoother riding.

Hexdees are adjustable to various spring widths. While not definitely announced it is understood that the retail list price of four Hexdees as Ford equipment will be below \$10 and for a set of six for other makes below \$15.

Pressure is applied at three points to the end of the springs by a set screw and two rollers which are held in place by special double "vee" shaped forgings. As can be seen from the accompanying illustrations there are only seven parts which in addition to the men with experience in rim manufacture antedating this 15 year period, gives them prestige as pioneers in the truck rim field.

Hardie Car Washer

A high pressure car washing system is provided by the Hardie Car Washer. A pressure of 300 lb. is available at the nozzle to loosen accumulations of mud and grease from the under parts of the chassis. By a quarter turn of the handle of the gun the powerful stream can be

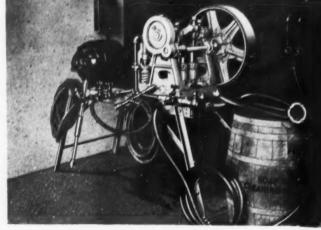
Canton Friction Load Brake Crane

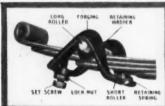
A safety friction load brake is now available for use on the "Canton" Portable Crane made by the Canton Foundry and Machine Co., Canton, O.

The makers state that with the load brake the load is held under control at all times and cannot get away from the operator, even though he lets go of the handle.

The braking action is provided by friction disks and a helix. It is also so

Hardie Car Washing System. 300 lb. pressure is available at the nozzle







Views showing construction of Hexdees spring control device and installation on spring

pieces already mentioned include a retaining washer and spring, and a lock

In assembly, the forging with the set screw and nut is straddled over the spring. Next the long roller and washer are set in place with the short roller secured by a retaining spring. After the set screw is tightened, this point acts as an anchor and allows the rollers to operate as the leaves move. Normal adjustment calls for turning set screw $2\frac{1}{2}$ turns on the front springs and $1\frac{1}{2}$ on the rear.

Laboratory tests show that the three point contact on the "Hexdees" slowly increased the friction which is greatest at the end of stroke and this reduces the energy absorbed by the spring, thus softening the rebound. To give best results the springs should have the normal amount of lubricant.

Cleveland Welding Now Making Pneumatic Truck Rims

In line with the trend of the motor truck industry in the use of pneumatic tires The Cleveland Welding and Mfg. Co. of Cleveland announces that it has added truck rims for pneumatic tires to its line.

These rims are being made in all sizes—to meet all needs.

Cleveland Welding has specialized for the past 15 years in the making of rims and the rolling of difficult sections in circular form. The fact that a considerable portion of their personnel consists of cut down to a fine spray that will cleanse a highly polished surface without injury.

The compactness of the Hardie machine is one of the features. The makers call attention to the fact that it can be installed in a corner of the garage or hung from the ceiling.

Eight sizes of the Hardie High Pressure Car Washer, one to eight car capacity, are supplied by the makers, the Hardie Mfg. Co., Hudson, Mich.



Canton friction load brake, portable crane

designed that the pawl is always engaged with the ratchet, making it necessary to wind the load down as well as up.

The new load brake may be applied to any "Canton" crane now in use as well as to those now being manufactured.

Four Aids to Profits in the Service Department

(Continued from page 11)

how long it will be before a mechanic will be available to attend to his car. These men know exactly how many jobs are in the shops waiting attention, how many mechanics are available at once, or whether the shop is full. All this information permits the management and the service officials to keep a finger constantly on the pulse of the mechanical department. This is how it is done:

Suspended in front of a window between the reception shop and the office is a series of twelve lamps. These are numbered and lettered as shown in the sketch. The first four from the left are white, the next four red, violet, green, blue, respectively, and the remaining four are white.

Supposing all the men are working, but one will be available in 45 minutes. The foreman in the repair shop switches on the green light and the two last white lights. How many jobs are waiting in the shops? The first four white lights refer to these, and as they are numbered, 1, 2, 4, 8, any combination can be secured to total up to as many stiffeen.

What happens when trucks are solon a hit and miss basis. Read article of page 7.

DEALERS! Think This Over

-if you prefer action, not words — profits, not promises—then communicate with us in regard to the RUGGLES franchise in your vicinity.

RUGGLES OFFERS YOU

- —in Truck Equipment, two lines of four and six-cylinder models ranging from the one-ton "Light Delivery" Truck to the three-ton "Heavy Duty" Truck in fourcylinder models—and the Light Six "Super-Express" Truck and Big Six "Heavy Duty" Truck in the sixcylinder models.
- **—in Road Builders,** Model 22G with gravel capacity 36 cubic feet, Model 41D with gravel capacity 45 cubic feet and Model HRB with gravel capacity 66 cubic feet.
- —in Motor Bus Equipment, three six-cylinder models for every class of passenger service in sizes ranging from 12 to 33 passengers, with all bodies built and finished under our supervision in our own shops.

Write for the RUGGLES Dealer plan. It's different.

RUGGLES MOTOR TRUCK COMPANY

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Continental Single Sleeve Valve Engine

(Continued from page 17)

through the ground surface of the head and walls which permits of a push fit. Cylinder compression is retained by a paper gasket between the underneath surface of the cylinder head flange and the top of the cylinder block. A small recess is provided around the cylinder head just above the top of the sleeve stroke to reduce the air pressure caused by the sleeve at the top of the stroke. The inside of the head which is fully machined is cone shaped and it is claimed this design gives better results in practice than theory. In addition, the cone shape enables the position of the spark plug to be lifted up so that special plugs, tools or adapters are unnecessary.

Cooling water circulates around the cylinder head and passes through passages in the head and assists in keeping the plugs cooled. The impellor water pump which is formed integral with the fan has its shaft carried on two plain bronze bushings and the entire unit is bolted to the front of the cylinder block. An aluminum water cover encloses the cylinder heads proper and is held down against a rubber gasket by ring nuts screwing on projections of the cylinder heads.

The crankshaft drilled for oil feed to the connecting rods is carried in seven bearings of 21/4 in. dia. whose lengths are: front 17/16 in., intermediate 11/4 in., center and rear 21/8 in. Both front and rear bearings are grooved and tapped so that the front bearing provides oil to lubricate the timing chain while a constant supply of oil is maintained in the valveshaft tunnel from the rear main bearing. Through a hole drilled in the web of the case, oil is led to an outside nipple on the crankcase where connections are made for joining with the pressure gage line. The crankshaft is of 1045 S.A.E. steel machined all over and fully balanced. The gear oil pump is mounted on the right side on the exterior of the crankcase, is driven off the valveshaft from a point between cylinders number three and four.

Dimensions of the lower bearing in the connecting rods are 2½ in. dia. by 1½ in. long while the center to center length of the rod is 9 in. At the upper end of the "I" section rod, the ½ in. dia. full floating piston pin is carried in a bronze bushing, and is retained by snap

rings at either end. Three rings all above the pin are used, an oil control ring of 3/16 in., two plain rings of 1/8 in. width and an oil control ring 3/16 in.

Ignition distributor is driven off an extension of number two cylinder cross shaft by means of beveled gears which are oiled by the overflow from relief valve of pump. By removing the valve shaft mechanism cover, the ignition unit comes away with the cover. Starter is mounted on a standard S. A. E. flange on right side of engine and engages with the flywheel by an outboard Bendix drive. The engine is designed for four point suspension.

Stewart Brings Out 2½ Ton, Six-Cylinder Speed Truck

A NEW model 2½ ton fast heavyduty six-cylinder truck has been announced by the Stewart Motor Corp., Buffalo, N. Y. This truck, designated as Model 19, takes the place of the model 7X which has been discontinued.

The engine is a Lycoming special bus type with bore and stroke of 3% in. and 5 in. respectively. The crankshaft has four bearings and is 2% in. diameter. Full pressure feed lubrication is supplied with automatic control. Valve stems and tappets are lubricated, automatically, by oil pump. The Remy distributor is semi-automatic and is mounted on top of the removable cylinder head. The carburetor is a Zenith and it is equipped with a gascolater. Starter and electric lights are standard equipment. Both generator and starter are made by Remy.

The clutch is of the multiple disk type with 14 plates. The throw-out bearing is lubricated from the transmission.

Four speeds forward and one reverse are provided by the transmission, which is mounted in unit with clutch and engine.

The 2 in. tubular drive shaft is equipped with three metal covered dust proof universals. The center joint is supported on a large roller bearing.

The rear axle is Timken worm, full

floating type, with a ratio of 7.25 to 1, standard.

The front axle has a 60 in. tread. The wheel bearings are Timken. King pins have ball thrust bearings.

The frame is unusually deep, measuring 9 in. at point of greatest stress. The front springs are 4 in. long and 3 in. wide, nine leaves and the rear springs are 56 in. long, 3 in. wide, 12 leaves.

The service brakes are internal expanding type operating in steel drums on the rear wheels. The hand brake is a contracting band operating on a drum on the rear of the transmission, size 4 in. wide and 8½ in. diameter.

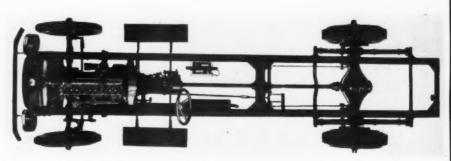
The wheels are of cast steel with hollow spokes. Tires are 36 x 4 front, 36 x 8 rear, cushion solids. Pnuematic tires are supplied at extra cost.

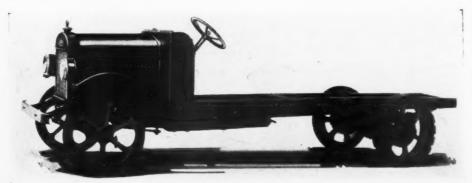
Wheelbase of 165 in. is standard and optional wheelbases of 145 in. and 190 in. are offered.

The steering gear is a Ross cam and lever type with low ratio, for ease in steering. The radiator has cast tank and vertical tubes and is mounted on rubber shock absorbers.

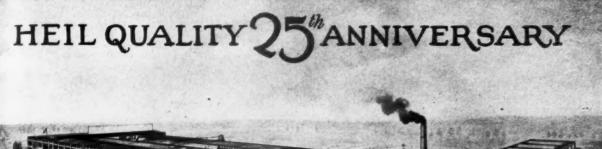
Standard equipment includes: electric horn, tool kit, grease gun, jack and from bumper; a speedometer is also included.

The new Model 19 is listed at \$3200 for h





Side and plan views of new Stewart Model 19, 2½-ton capacity truck, which has a 6-cylinder Lycoming engine.



General Offices and Home Plant of the Heil Co., Milwankee, Wis.

Hell QUALITY has become a byword for all those who purchase Steel Dump Bodies, motor truck Hoists, and Welded Steel Tanks. Ever since the organization of the Heil Co., twenty-five years ago, its products have been distinguished because of their thorough construction and distinctive design.

When you are in the market for motor truck tanks, bodies, or hoists—get in touch with Heil before placing the order. If any of your friends are in the market, do them a favor and recommend Heil. Why not send for the literature you are interested in as listed below:

Dump Catalog 140

Sand and Gravel Bodies, Ash and Rubbish Bodies, Asphalt and Garbage Bodies, Concrete Batch Bodies, as well as Dump Bodies for every truck and for every purpose.

Hoist Catalog 140

Heil [Twin cylinder] Hoists, Heil Mechanical Hoists, Underneath Hand Hoists, Vertical Hand Hoists and Gravity Dumps.

Tank Catalogs 135 and 137

Compartment Truck Tanks, Underground, Horizontal, and Vertical Storage Tanks, Fuel Oil Tanks, and Steel Smoke Stacks.

There is a profitable field open for Distributors and Truck Dealers. If you are interested in the Heil Representation Plan, write or wire at once.

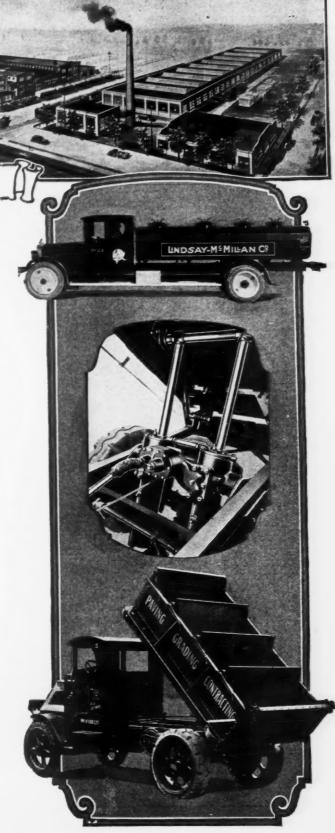
THE HEIL CO.

1'43 Montana Ave.

M'Iwaukee, Wis.

Factory Branches in Chicago and Philadelphia





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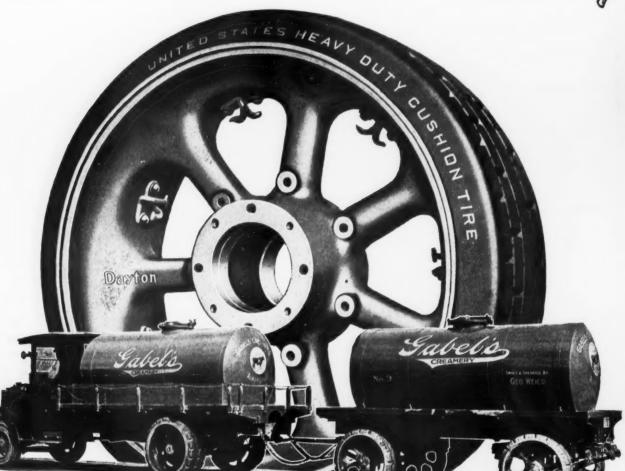
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am and ease in st tank nted on electric

nd front ncluded. t \$3200

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STRENGTH ~ LIGHT WEIGHT ~ DURABILITY



Fruehauf uses DAYTONS

The trailer doubles the earning capacity of the truck. It is significant that most trailers are equipped with Dayton Steel Wheels. Daytons help to cut down the added pull on the motor and the increased fuel expense by their true roundness.

Terrific shocks and knocks will not put them out-of-round. Superstrength and light weight make them the ideal wheels for the trailer.

That's why the Fruehauf Trailer and nearly all the leading makes of trucks use Dayton Steel Wheels. Specify them.

THE DAYTON STEEL FOUNDRY COMPANY, Dayton, Ohio

Dayton Steel Truck Wheels



TIRE ECONOMY ~ ACCESSIBILITY ~ APPEARANCE





Another instance of Splitdorf DEPENDABILITY

THE Moreland 10-Ton truck shown is used by Charles Hays of Bakersfield, California, chiefly for hauling grain through the desert.

Here, as in other forms of truck duty where the utmost in dependability is demanded, Splitdorf Magneto Ignition is relied upon for the "sparks" that keep the engine going through the long, gruelling runs over the penetrating sands encountered in desert hauling.



The Splitdorf Model SS Magneto which is regular equipment on Moreland trucks

SPLITDORF ELECTRICAL COMPANY

392 High Street : Newark, N. J.

Subsidiary of
Splitdorf-Bethlehem Electrical Company



"I prefer the Highland Cab"

cool in summer and warm in winter



"I PREFER the Highland Cab." Such is the opinion expressed by the truck superintendent of the Ellicott Motor Service Corporation of Buffalo regarding Highland Cabs. Read the letter reproduced herewith. Similar enthusiastic opinions have been expressed by users of Highland Cabs all over the United States.

The design of the Highland Cab is extremely rugged. It will absorb the strains that pull other cabs apart.

The doors, arm-high, roll into pockets beside the driver's seat, where they lock automatically. They are never in the way and never cause accidents.

The side windows are independent of the doors. They slide out of the way when not in use. They have real glass instead of makeshifts which soon become clouded.

There are no center pillars on the sides, thus giving the driver a better view of traffic.

The windshield is the full ventilating, clear vision type.

The lazy back is mounted on springs covered with duck and well padded. It affords genuine comfort for the driver.

The above features and many others give long life to the cab, with freedom from constant repairing. They decrease liability to traffic accidents. They make drivers more comfortable, contented and loyal. The Highland Cab is thus a profitable investment for users of trucks under all sorts of conditions.

Let us show you how the Highland Cab can save money in your business.

THE HIGHLAND BODY MFG. COMPANY

403 Elmwood Place, Cincinnati, Ohio

Truck Equipment Company,

Truck Equipment Company Company,

Truck Equipment Company,

Truck Equi





Well Protected



Easy to Signal

HIGHLAND Cabs

Oshkosh, Wisc.

B. F. Goodrich Rubber Co.,

Akron, Ohio.

Gentlemen:

We are operating continuously a number of large Pierce-Arrow and White Trucks. Our work is handling sand, gravel stone and coal, all of which is heavy weight.

Our tire equipment consists of Goodrich Semi-Pneumatics in front and Goodrich De Luxe Tractor Type Solids in the rear ... They have given very satisfactory service... The semi-Pneumatics have repeatedly delivered between 34,000 and 40,000 miles. The Tractor Type have also given excellent mileage

The Cook & Brown Lime Co.
(Signed) R. H. Downes



Ask more from Goodrich

GOODRICH Semi-Pneumatics and De Luxe Tractor Type Cushion Tires add a new margin of profit to trucking. They are tough, resilient and withstand the most gruelling road work. Ask more from them than you would from other tires. They give more than you ask.

They cushion the motor, lighten the strain on the chassis and carry the load with strong, firm gripping traction. They never quit. They stick to the job. They last at it. Records are everyday performances. You come to expect such results. You get them, along with a new margin of profit.

THE B. F. GOODRICH RUBBER COMPANY, Akron, Ohio In Canada: Canadian Goodrich Company, Ltd., Kitchener, Ont.

Goodrich Tires

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Goodrich Semi-Pneumatic

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FREE: Something to help you make greater profit selling tires. A real money making idea. Read details below. Find out about this . . . today.

FREE—a new, practical money-making idea!

.. something to actually help you close sales on truck and bus accounts. You make double normal profit on this proposition! This tells how:

By RAY H. PADDOCK

You get these 3 big advantages at once:

- 1. A proposition under which you can actually demonstrate to bus and truck fleet accounts at our risk.
- 2. A tire that's built up to standard. That's right in size—weight—price.
- 3. Plus a policy whereby we arrange for absorption of credit, if conditions and the customer are right. You don't have to worry about money!

The new Murray Truck and Bus cord is built up to quality regardless of cost. Ten ply, finest long staple cord fabric—full $1\frac{1}{4}$ " staple.

By frictioning process with heavy steel calenders, rubber is driven through the fabric—completely impregnated.

The 36 x 6 weighs 71 lbs. without flap or wrapper. Compare this in weight—in size, appearance and durability with any tire you've ever handled.



MURRAY RUBBER COMPANY, Trenton N. J.

DUPLE SERVES IT SAVES

Here is a close-up view of one motor truck that defies competition

Dealers who have the Duplex line not only have a fleet which covers every contingency in the transportation field—but they also have in the "Four Wheel Drive" a motor truck that is outstanding in the entire industry.

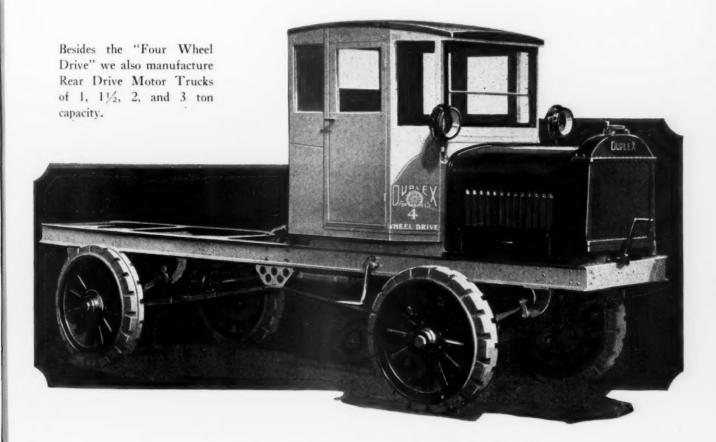
Since the inception of the motor truck as a means of transportation no man or group of men has designed a truck to equal the performance of the "Four Wheel Drive."

There is in every community a crying need for a

super powered motor truck—this need can not be supplied by any substitute. Therefore, the "Four Wheel Drive" in itself represents a good reason for considering Duplex.

For fast work where the "Four Wheel Drive" is too large the Rear Drive Duplex of various capacities have long been considered strong competition for the highest priced makes.

Let us give you more concrete reasons for seriously considering Duplex.



DUPLEX TRUCK COMPANY . LANSING



THE CLDEST SERVICE TO MOTORISTS

"Very satisfactory on our fleet of fifty trucks"

. . . MIDLAND GROCERY COMPANY, Washington C. H., Ohio

The following letter recently received from the Dahl-Campbell Branch of the Midland Grocery Company, of Washington Court House, Ohio, is additional evidence of the exceptional value of Prest-O-Lite lighting equipment for trucks. This company says:

"We operate a fleet of fifty trucks, all of which are equipped with Prest-O-Lite, both head and tail lights.

"We find Prest-O-Lite very economical and dependable, and this method of lighting has proved very satisfactory to us."

These reasons, economy and dependability, along with the fact that Prest-O-Lite equipment provides trucks with

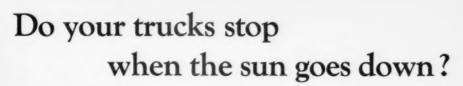
safe light, *legal everywhere*—are the reasons why practically all fleet operators are using Prest-O-Lite today. There is nothing else like it.

As manufacturers of storage batteries for lighting trucks, as well as Prest-O-Lite Gas, we are in a position to tell you the lighting equipment that has proved most satisfactory in various types of service.

THE PREST-O-LITE CO., INC. INDIANAPOLIS, IND.

New York San Francisco

In Canada: Prest-O-Lite Company of Canada, Ltd.
Toronto, Ontario



A rew fleet operators are still allowing darkness to cut down their truck profits and add to ton-mile costs.

Why not stop this leak as thousands of fleet owners have done by equipping your trucks with Prest-O-Lite lighting equipment?

It is easily, quickly and economically installed and costs very little to maintain. It allows your drivers to proceed at normal truck speed during the hours of darkness, thus getting more work done and enabling you to get a full return from the capital you have invested in trucks.

To Truck Dealers

Your customers look to you for equipment advice. Guarantee them absolute lighting satisfaction by selling them Prest-O-Lite Gas. Its faithful performance makes friends for you. By keeping Prest-O-Lite Gas in stock, you build up a profitable business in tank exchanges. Write for our dealer proposition.

Prest-O-Lite Gas



Look for this tank on a truck—it's the sign of a thrifty truck owner.

MILEAGE

Safety~roadgrip come with every Staghound truck tire. You tell them by their staggard studs that give that tractor traction. Trucks stay on the road~and make deliveries quicker ~when owners insist on using only the long~wearing

STAGHOUND

REPUBLIC DIVISION

TRUCK

FACTORIES CONSHOHOCKEN, PA.
AND YOUNGSTOWN, OHIO.

AL

Standard and Fisher Dealers Are Selling the Truck Fleet Owners



Standard MOTOR TRUCKS

OWNED AND OPERATED BY LEE & CADY MICHIGAN'S LARGEST WHOLESALE GROCERS



THIS FLEET OF FISHER FAST FREIGHTS OWNED BY PERFECTION BISCUIT CO.

STANDARD and FISHER dealers enjoy repeat business and fleet orders because they offer a complete line of quality trucks, 1 to 7 tons capacities. All models are thoroughly engineered and made by a veteran manufacturer.

No freak or experimental trucks—all salable.

It will pay you to investigate the franchise.

Fisher



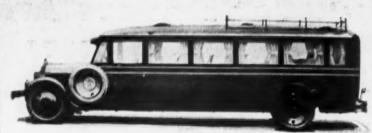
Standard

FOURTEEN FISHER FAST FREIGHTS IN THIS FLEET

STANDARD MOTOR TRUCK CO.

ALBERT FISHER, President

DETROIT, MICH., U.S.A.





























Business is all around you



(next page tells you how)









How to get the brake lining business that is all around you.

ANYBODY can tell you to "go after it." We do not stop there.

We say.

"Let's go after it together."

And that is what we are trying to do with all the forces at our command-help you sell and apply brake

Besides the attractive sign shown below we can supply you with many "go-getting" selling helps.

There are probably many more brake lining salesmen at your command than you realize. Through your local newspaper, for instance, you can talk to hundreds of motorists.

> Johns-Manville will furnish cuts and copy

The postman, too, can be one of your most effective salesmen. Send mailing folders to your prospects, suggesting relining. Johns-Manville has prepared a series of such folders that really bring in business. Get a supply from your distributor.

Another salesman -

your mechanic. He can get lots of profitable brake lining business by examining brakes of cars that pass through his hands with other ailments.

Your curb pump may prove as profitable a counter for selling Brake Lining as it is for selling gas. When cars drive up for gas, the man at the pump can tell if they need their brakes examined, or even suggest relining. This method often brings business that would otherwise go to some other garage.

The telephone, too, can be a source of profitable Brake Lining business. Use it on prospects when business is slack to get immediate work into your shop.

These are only a few of the helps that we provide for enterprising garage men. They have proved successful in hundreds of instances. You, too, can make the business of lining brakes profitable!

You can't go it alone!

Write us!

Let's go after it together.

JOHNS-MANVILLE Inc., 292 Madison Ave. at 41st St., New York City Branches in all large cities

For Canada: CANADIAN JOHNS-MANVILLE CO., Ltd., Toronto







Have you seen the new print list on Johns-Manville As-bestos Woven Ground Clutch Facings? They're low.
Write us. We have a re proposition!

FA



Worth remembering

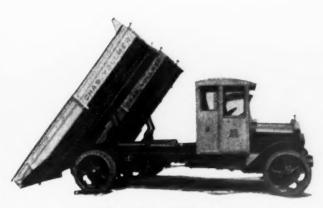
This Johns-Manville "Brake Service" sign is worth millions of dollars in motorists' good will because the Johns - Manville name is known everywhere. For ten years it has been advertised in hundreds of different magazines. Cash in on its value by putting it up on your shop.

JOHNS-MANVILLE





Five G M C Model K-52A Chassis equipped with St. Paul Underbody Hoists and Model 12 bodies



St. Paul Hoist equipped Mack AB Trucks

Pull and Lift

These two fundamental principles of mechanics are thoroughly exemplified in St. Paul Underbody Hydraulic Hoists.

Hydraulic energy is transformed into mechanical effort by means of powerfully designed pull-bars which transfer this effort through heavy lifting arms to the dump body.

And if your hoist is a St. Paul Hoist this lifting effort is always applied ahead of the center of the body.

The name St. Paul Hoist is synonymous with Service

HYDRAULIC HOIST MANUFACTURING CO.

FACTORIES at St. Paul, Minnesota

DISTRIBUTORS and SERVICE STATIONS Everywhere

Write for Name and Address of One Nearest You

St.Paul

VERTICAL AND UNDERBODY
HYDRAULIC HOISTS

Performance-



Kelly Springfield Trucks

Springfield

Ohio

AL 1926

The Supreme Test of a Truck

A comparison of KELLY-SPRINGFIELD with any other truck—unit for unit or in its entirety—affords convincing proof that KELLY-SPRINGFIELD merits its enviable reputation for consistently dependable performance.

If you seek that rare combination of a truck time-tried and proven, yet in accord with the latest and best in truck design and construction, inspect the new KELLY-SPRINGFIELD—produced by one of the most substantial manufacturers in the industry.

Five models—rated at 2, 2½, 3½, 5 and 7 tons—attaining new heights of truck efficiency and economy.

These models are not only constructed with powerful, economical engines and the most successful form of final drive according to load capacity and type of service; but seven-speed transmission (2 ton, 4 speed), steel wheels, and radius rods are standard equipment.

It is not an extravagant statement to say that never before in the history of the industry have truck buyers been offered the values which characterize the 1926 line of KELLY-SPRINGFIELD trucks.

KELLY-SPRINGFIELD TRUCK & BUS CORPORATION

Chast Spinieson

Chairman of the Board



THE





Thermoid Rubber Company. Trenton, H.J.

the country, brakes to the able to say t and has fiven

rlm/h.

Gentlemen:

ur experience with your Thermoid Hydraulio e linium has led us to adopt it as standard imment on our fleet of White De Luxe Buses.

This fleet, which is one of the largest in the operated under conditions which subject the hardest kind of mass sind the test admirably. Thus your product has easy of the test of setting the test admirably.

HOLLYWOOD REALTY COMPANYOR BY THE BOTTLE COMPANYOR

HERE are many good brake linings and many not so good. But when you can get Thermoid at the same price as any other first-grade lining why not?

Thermoid contains a greater weight of material to the foot. Naturally it lasts longer.

Thermoid has a new close-set twill weave that makes it the ideal allweather lining, thoroughly dependable in every extreme of drought or wet. This new weave gives Thermoid a uniform co-efficient of friction that makes it the one lining for four-wheel brakes.

If you haven't tried Thermoid lately-just try it once. That's all.

> THERMOID RUBBER COMPANY Factories and Main Offices Trenton, N. J.

Makers of Thermoid and Rezoid Transmission Lining, Thermoid-Hardy Universal Joints,
Thermoid Radiator Hose and Mechanical Rubber Goods.

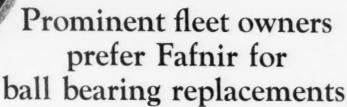
The Asbestos Brake Lining

Hydraulic Compressed Brake Lining

For short stops and long service" NAL

The Bekins Van & Storage Co., with offices in San Francisco, Los Angeles, Oakland and Fresno, Cal., uses Fafnir Ball Bearings for replacement work. At right, a Bekins van and tractor for long distance hauling. Below, a loaded Bekins van being lifted on a railroad car.







Single row radial, the standard bearing for automotive



Double row, carries both heavy radial and thrust loads.



Thrust bearing.



This booklet is full of valuable suggestions you should observe when handling ball bearing repairs. Send for a copy.

Prominent among the long distance moving concerns of the far west, the Bekins Van & Storage Co. of California is typical of the ever-growing number of high grade fleet owners that are depending on Fafnir Ball Bearings for replacements.

Mr. Milo W. Bekins, President and General Manager of the company, says: "With reference to the use of Fafnir Bearings for our replacement work, wish to advise that . . . we have found these bearings to be VERY SATISFACTORY."

This is indeed noteworthy endorsement. For the service involved in long distance hauling is most strenuous. Yet satisfactory performance under exceptionally severe conditions characterizes Fafnir Ball Bearings. They show up best where the service is hard and there is plenty of it.

THE FAFNIR BEARING COMPANY

Makers of high grade ball bearings—the most complete line of types and sizes in America.

NEW BRITAIN, CONN.

Newark

Chicago

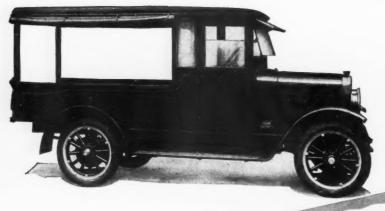
Cleveland

Detroit

FAFNIR BALL BEARINGS



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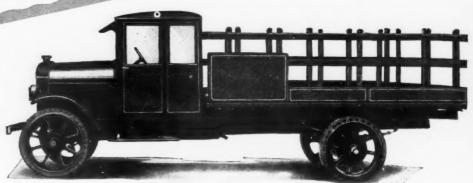
Buddy"

34 Ton Speed Truck

\$895 Chassis

A Big Brother for Buddy Stewart

Stewart Big Six 2½Tonner



THESE two leaders in a complete line are proving big money makers for Stewart dealers. Many 4, 6, 8, 10 and even 12 year old Stewarts are still on the road.

"Buddy" has a six-cylinder 40 h. p. Continental motor. It exactly meets light delivery needs with low operating cost, and sells at a lower price than any truck of its size and quality.

Six-cylinder $2\frac{1}{2}$ Tonner, Model 19. A heavy duty six-cylinder truck of $2\frac{1}{2}$ ton capacity. Motor develops 65 h. p. on the block. It is ideal for slow, heavy work in congested districts or for long fast hauls on the open road.

Sixty-seven new dealers have signed the Stewart franchise in the last 60 days. Write or wire for our proposition.

Other Models

4 and 6 Cylinder Motors

1 Ton Speed Truck 1¼ Ton Speed Truck 1½-2 Ton Speed Truck 2 Ton, 3½-4 Ton Also 18 and 25 Passenger Bus Chassis

All Prices f. o. b. Buffalo

Hundreds of Stewart fleets have grown from a single Truck

Stewart
MOTOR TRUCKS

STEWART MOTOR CORPORATION, BUFFALO, N. Y. Export Branch: 90 West Street (Dept. 3) New York City. All codes used.



There is but one reason why fleets grow from a single truck

THERE may be no indication of preference or performance when a business house buys one truck of a given make. But when additional trucks of the same make are purchased repeatedly, it is evidence of satisfactory service.

When fleet after fleet grows from the experience with initial units, there is an even broader and more important significance. Truck performance is being matched with factory and dealer service.

This is the thirteen-year record of Stewart Motor Trucks, made in a few standardized sizes suitable for 97% of all truck uses.

The 1-ton, 11/2-ton and 2-ton models are all powered with Lycoming Motors, a feature of distinct advantage to any truck owner.

LYCOMING MANUFACTURING COMPANY

Makers of fine Fours, Sixes and Eights-in-Line
WILLIAMSPORT :: PENNSYLVANIA
Export Department -44 Whitehall Street, New York City

LYCOMING Motors

Years Ahead in Automobile Motor Efficiency

TH

a NEW SMALL

Safety Improved White type parking brake operates from hand lever upon drums of special metal mounted on the drive shaft. The ribbed drums upon which the foot brakes operate are especially designed for long life in bus service. Brakes easily adjustable.

Power The improved White engine assures abundant power for any purpose—instantly responsive. Oiling system is exclusively White. Carburetion with seasonal heat control. Exceptional fuel economy.



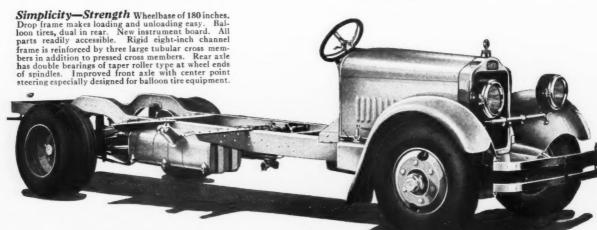
Beauty The radiator is built high with cast aluminum shell and the hood is streamline. Rounded one-piece fenders and nickel lamps, bumper and motometer make possible a bus of unusually attractive appearance.



Comfort Progressive type rear spring construction assures riding comfort at all speeds with varied loads and on any kind of road. It prolongs body and chassis life and the method of suspension prevents sidesway.

Ease of Handling Front axles, with double bearings of taper roller type, are designed for 62-inch tread with balloon tirc.. This and the improved steering gear make it possible to turn the bus in a very small radius. It handles with the ease of a touring car.

Simplicity—Strength Wheelbase of 180 inches. Drop frame makes loading and unloading easy. Balloon tires, dual in rear. New instrument board. All parts readily accessible. Rigid eight-inch channel



WHITE

BUS Meters and and arits a Malle

Model 53-14 to 21 Passengers

The need has been growing among bus operators for a *small* bus with White power, White reliability, White ruggedness and White safety and comfort for passengers.

The White Company has built that bus. It is Model 53. With 180-inch wheelbase, it accommodates various body styles to carry 14 to 16 passengers, with baggage, for intercity service; or bodies for 21 passengers, with no baggage, for city service.

Now operators may get the benefit of White earning power on practically every kind of a bus operation. The Model 50-B will continue to be a steady earner where capacities of 25 to 29 passengers are required. The Model 53 will handle profitably the routes where fewer passengers are carried.

Model 53, like all Whites, has been built to stand up and to give reliable service at low cost over hundreds of thousands of miles. The chassis throughout is designed and built especially to meet the requirements of the small bus field.

Drop frame...high radiator and streamline hoodballoon tires...improved White engine...progressive type rear springs....specially designed axles...White exclusive brake design...Every requirement for comfort of passengers, for ease and simplicity of handling and for profit in operation has been anticipated in this Model 53.

White experience in the bus industry covers more than a quarter of a century. White Service—quick, well done, at low cost—is available everywhere. White Bus Model 53 will give you what the thousands of White operators have learned to expect in a White—the most money-earning miles.

The chassis price is \$4,250, f. o. b. Cleveland, freight and tax to be added. Some of the specifications and photographs are on the opposite page.

Write for complete specifications and delivery dates

THE WHITE COMPANY, CLEVELAND



BUSSES

THE

TONG

LONG
PRODUCTS
AUTOMOTIVE
CLUTCHES
RADIATORS

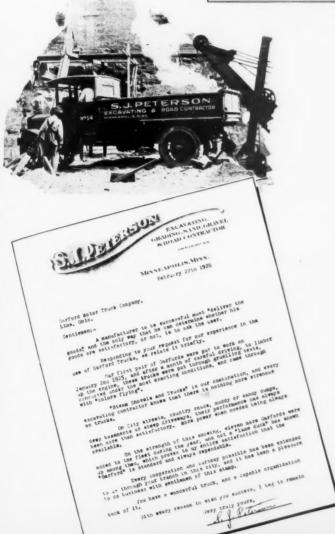
Garford Busses Are Equipped With Long Radiators

LONG MANUFACTURING CO.
Detroit Michigan



IAL





-"DELIVER THE GOODS"

A motor truck franchise does not begin to reach its maximum revenue possibilities for Distributors or Dealers until their Customers or Users become so well sold on the product that they purchase and re-purchase, just as in the case of the installation of the 5-ton Garfords here illustrated.

To insure the product being able to "deliver the goods" for—

The User, and the Dealer

Garford has maintained consistently their policy to reduce truck operating costs, by building units that contain only the best of material and workmanship—a policy that keeps Garford trucks out on the road where they can earn.

For only can a greater measure of economy be built into a motor truck through ceaseless effort to produce units—"QUALITY BUILT."

Satisfactory and economical operation for the User, means repeat business for the Dealer. Repeat business for the Dealer means added revenue, income or profit. Briefly, therein lies the possibilities of a Garford Sales Agreement.

Write or wire for details of the Garford "Quality Built" Franchise

THE GARFORD MOTOR TRUCK COMPANY

Member Motor Truck Industries, Inc.

721 WAPAK ROAD

LIMA, OHIO



Good Roads Come Out of Dump Trucks



WOOD Hydraulic Hoists and Steel Dump Bodies vary in price according to design, size and capacity—all Wood Hoists are good hoists—their outward performance indicates the value of their inner worth.

A hoist for every make, model and capacity of truck. With ample power to raise any load, Wood Hoists are the Recognized Standard of the World.

The whole story of construction superiority is told in our illustrated folder, in colors. Mailed upon request.

WOOD HYDRAULIC HOIST & BODY COMPANY

World's Largest Builders of Hydraulic Hoists and Steel Dump Bodies

7944 RIOPELLE STREET

DETROIT, MICHIGAN



The Greatest Speed Truck That Will Roll on Wheels This Year

ATTERBURY presents the new Speedy Six. It is a SIX (3½ inches x 4½ inches) with speed and power galore. It's built for payloads up to 1½ tons. It's low hung—easy loading, easy riding, easy steering, easy on the eyes.

It's equipped with everything a good truck should have electric starter, lights, horn, bumper, front and rear fenders, full-length running boards, splash shields, speedometer, Alemite lubrication and gas-co-lator, tire carrier—everything ready for body and cab.

And best of all is the price—only \$1495. Send for complete specifications.

ATTERBURY MOTOR CAR CO.

Elmwood Avenue at Hertel

Buffalo, N. Y.



ESTABLISHED 1903

ATTERNIUM Speedy

THE



The Most Efficient Truck in America

SCHACHT TEN SPEED Transmission—one of the most important contributions to greater truck operating efficiency—primarily provides greater pulling power as well as faster vehicle speed than is possible with an ordinary four-speed transmission.

SCHACHT TEN SPEED Trucks have long been noted for their super-power—their exceptional ability to master the toughest jobs—simply because power in the SCHACHT Truck is more scientifically applied by means of the SCHACHT TEN SPEED Transmission, resulting in a greater leverage being transmitted to the rear wheels. It is practically impossible to stall a SCHACHT if the wheels can obtain traction.

Faster speed, too, on good level roads is obtained without excessive engine speed—in

fact, due to the flexibility provided by the SCHACHT TEN SPEED Transmission, it is never necessary to increase the speed of the engine beyond the normal rate. This conserves the engine, prolongs its life, and reduces fuel consumption.

The advantages of SCHACHT TEN SPEED Transmission are only a few of the many points of superiority that make the SCHACHT "the most efficient truck in America." Folder CC explains fully. Write for it today.

THE G. A. SCHACHT MOTOR TRUCK COMPANY

Pioneer manufacturers of a complete line of transportation units, including SCHACHT TEN SPEED TRUCKS, ranging from 1 to 7½ tons capacity; 25 to 30 passenger STREET CAR TYPE BUSES; and SCHACHT DE LUXE PARLOR CARS Cincinnati, Ohio

New York Branch: Van Dam, Rockdale and Nelson Streets, Long Island City, N. Y.

New Jersey Branch: 400 New Street, Newark

SCHACHT Ten Speed TRUCKS



SERVICE

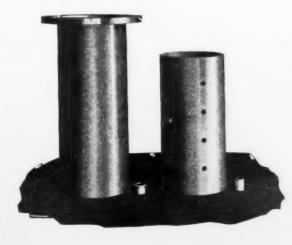
JOHNSON STANDARD QUALITY BUSHINGS

a

THERE is a satisfaction to the repair men to know that Jobbers, Sub-distributors and Dealers carry in stock Johnson Standard Quality Bronze Bushings to service 90% of all cars and trucks.

Because behind the service they give you is the service we render Johnson Jobbers in supplying more than 2000 different types and sizes of standard bushings in any quantity from our enormous stocks.

The large and small bushings shown at the left, illustrate the wide range of our line from bushings $\frac{1}{2}$ " in diameter and length up to 1 foot in diameter and length.



JOHNSON BRONZE CO.

New Castle, Pa.

7ENITH

Have You Noted the Quality and Number of Zenith Equipped Trucks and Buses Listed in the C.C.J. Specifications?

ZENITH-DETROIT CORPORATION

Manufacturer of

ZENITH CARBURETORS

DETROIT

MICHIGAN

CLEVELANI

CHICAGO

Over 1200 Service Stations

Member Motor Truck Industries, Inc., of America

anew

RNAL 5, 1926

SIX built for modern roads

Another Lehigh Triumph the New Six . . . \$2,100



More flexible

A full blood brother to the Lehigh four . . . the two ten truck which, with its low price, less weight, greater strength, safer brakes, has captivated the trade.

Inherent in this new brother are the mechanical excellence and dependability which won such favor for the four.

Built for today's good roads.

This truck weighs 1130 lbs. less than the average two ton truck and 500 lbs. less than its pay load.

... chassis only $\frac{3}{4}$ the average weight, yet just as strong. Alloy steels are used in place of ordinary steel. Steel castings in place of malleable iron.

... safer. The big brakes have one square inch of braking resistance for every $7\frac{3}{4}$ lbs. of chassis weight.

speed . . . 50 miles per hour. Powered by a Buda

. . . costs \$1000.00 less than the average two ton truck.

The new Lehigh Six bears living testimony that a superior six-cylinder two ton truck may be built and offered at so remarkable

MOTOR TRUCKS now a new

Have you accepted our offer to tell in detail about the Lehigh dealer fran-

chise which is as sane

and modern as the truck itself? To make it simple for you to consider this profitable plan, we have provided a convenient coupon below. No obligation is attached to filling it out and mailing it. If you say so, no follow-up will result. Investigate!

BUDA Powered



MODEL HS-6 50 HORSEPOWER

3%" bore x 4%" stroke

Four main bearings of large diameter.

Swan manifold delivers per-fect distribution of fuel to the combustion chambers, giving increased power with lower fuel consumption.

Cylinder heads, specially lesigned, have greater water capacity and give absolutely uniform compression space, with a consequent added smoothness of operation.

No excessive investment in parts or trucks.

Sales features. Not the usual "blah," not "talking" points; but outstanding sales advantages no other truck of its rated capacity

A truck recognized for its general goodness and dependability.

Fair and liberal policies in the matter of truck discounts, parts discounts, service policies, sales and advertising co-operation, allotment of trucks, etc.

A divorce from the "trade-in" evil.

Backing of a strong institution.

You will have all any ambitious dealer can ask Profit, Security, Permanency, Opportunity.

. . . now, a reminder about the coupon, which will bring you the complete details without obligation.

> THE LEHIGH COMPANY ALLENTOWN, PA.

MOTOR TRUCKS

The Lehigh Co. Allentown, Pa.

Gentlemen: If you have something really better, of course want to consider it. Send along your detail plan for I want to consider selling Lehigh trucks.

both two ton capacity

City

Once an Eaton Axle is installed you can forget about it

It won't thrust itself on your attention later—for repairs

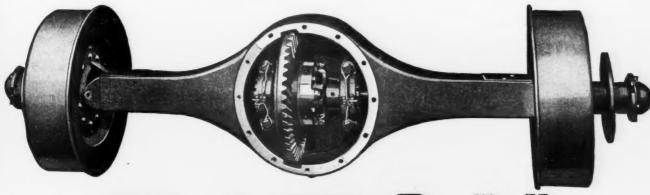
BUS and truck owners like to think about axles once only—when they buy. They want to be sure they are getting axles built by a manufacturer with a reputation for dependability—such as Eaton. After that they want to be able to forget about this part of their equipment.

Trouble-freedom—that's what they demand! That's what they get in Eaton Axles.

Every axle that leaves the Eaton plant is designed and built for smooth-starting, quiet-running, sure-stopping, year in year out, over thousands upon thousands of miles.

THE EATON AXLE & SPRING COMPANY Cleveland, Ohio

This Eaton Axle—model 1002 for 1-ton trucks, model 1502 for 1½-ton trucks—is the silent spiral bevel gear type. Chrome—molybdenum steel shafts. Husky, double internal brakes, fully enclosed by dust shields. Pinion shaft mounted on large ball-bearings. Straddle mounting for pinion. An excellent example of the Eaton principle—"Over-size in every vital part." An asset to any truck or bus.







Little things that make Great Engines

ANY little things—little differences in bore and stroke, little clearances, little master gauges in somebody's factory—not one is either overlooked or underestimated by the engineers that build great engines.

Specifically is this true of valves — no equally small body of metal in the whole car is put to a harder test; none contributes more to the success of the car and the reputation of the motor.

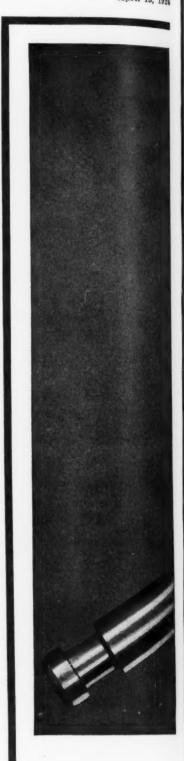
Whatever else may make this or that engine distinguished, one thing is indispensable to all great engines — perfect sealing of the valves.

The valve which best endures the internal heat of modern high-speed engines and continues to seal perfectly for the longest period has a relation to sales and reputation which cannot be expressed in terms of first cost.

THE STEEL PRODUCTS COMPANY

Manufacturers of Thompson Products
[Thompson Valves, King, Shackle and Tie-Rod Bolts, Tappets,]
Drag Links, Tie Rods, Starting Cranks and Brake-Rod Assemblies.]

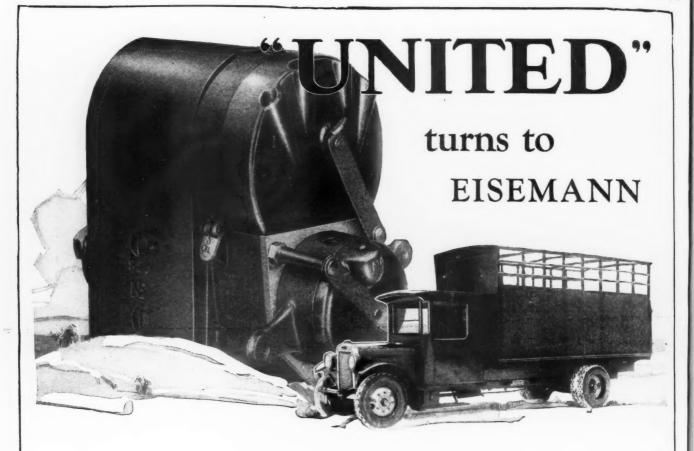
Main Plant, CLEVELAND
Michigan Plant, DETROIT





Thompson Silcrome Valves

TH



THE progressive United Motors Products Company, Grand Rapids, Michigan, after months spent in conducting a series of exhaustive tests, adopt Eisemann ignition as standard equipment.

In giving buyers of their trucks the ignition system found to excel all others, "United" is pursuing a sound course and time will demonstrate the wisdom of their decision.



EISEMANN MAGNETO CORPORATION

165 Broadway, New York.

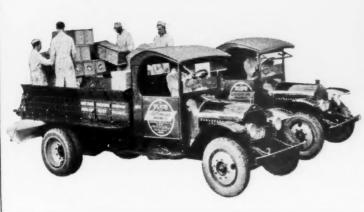
DETROIT

SAN FRANCISCO

CHICAGO

ELECTRICAL EQUIPMENT

Build for tomorrow's orders with Budd-Michelin Dual Wheels





Tomorrow's orders are won or lost according to the performance of the truck you sell today.

A truck that gives long service, economical service, brings the customer back for more. And that's the kind of service any truck will give on Budd-Michelin Dual Wheels.

That is why the heavy-bus industry adopted them. Practically 100% of the heavy buses in operation are on Budd-Michelin Dual Wheels. They carry heavy loads. They travel fast. Yet, they get remarkable tire mileage. From 15,000 to 20,000 miles from a set of regular-size pneumatics is the average.

Truck owners have taken a leaf from the bus industry's book of experience. Contractors, warehousemen, oil dealers, transportation companies, department stores and other organizations are putting their trucks on Budd-Michelin Dual Wheels and air.

They are getting greater speed. Their trucks last longer. Repair and maintenance costs are less. They can make longer hauls, more deliveries. They get better traction, and tire mileage equal to that of passenger cars.

Budd-Michelin Dual Wheels and pneumatic tires have given the heavy truck a greater usefulness, a greater efficiency and a wider approval than it ever had before.

You can profit by the trend toward Budd-Michelin Dual Wheels and pneumatic tires. The manufacturer of your truck will deliver any job on them. Tell him to, on your next order.

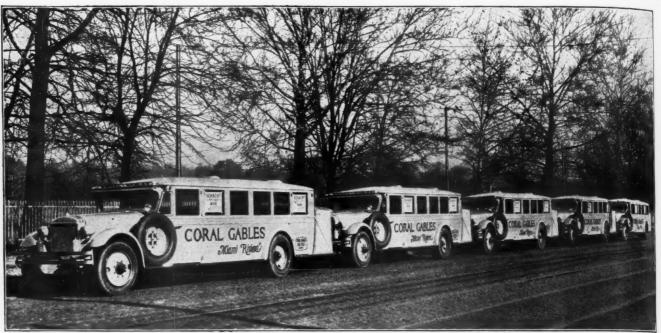


BUDD WHEEL COMPANY

Detroit

The Budd-Michelin equipment—two Budd-Michelin single wheels in front, two Budd-Michelin Dual Wheels in the rear (pairs of single wheels acting together as units). All wheels completely interchangeable either as units or as halves of Duals. One spare.

THE



This group of five has seven big brothers and all are equipped with Buda engines

The Luxury of Motion at the Lowest Cost Per Mile

"The finest motorbus transportation system in America."

That was the high mark set by Coral Gables, which is transforming forty miles of Florida coast into a fairyland of lovely homes.

The initial fleet of twelve high class passenger cars, built by G. A. Schacht Motor Truck Company of Cincinnati, is of course Buda-powered.

Utmost reliability, smoothness of operation, simplicity of servicing and low cost per mile. These are the qualities built into this Buda six-cylinder engine, the most advanced power-plant yet provided for motorbuses on medium and

long haul routes. It is known as the model GL-6, bore 4½ inches, stroke 6 inches.

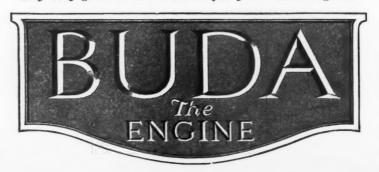
There's another Buda high duty six for the smaller buses, street car or interurban type, taxicabs and trucks.

These engines are backed by 45 years' sound manufacturing and demonstrated by years of the most severe usage.

America's foremost designers of high duty engines are at your disposal in adapting Buda power to your transportation requirements. Complete range of models. Detail information will be gladly forwarded upon request.

THE BUDA COMPANY, HARVEY CHICAGO ILLINOIS ESTABLISHED 1881

Buy only genuine Buda Parts for your Buda engines



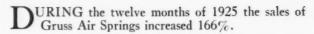
RNAL 15, 1926



No Vibration

No Jars—No Shocks—for the truck equipped with

GRUSS AIR SPRINGS



Ask any of the many operators of trucks who standardized on the Gruss Twins during that period why they did so and they will tell you this:

"The resilient air cushions in Gruss Air Springs do absorb road shock and vibration.

"'Thus breakage and repair bills are lessened. Crystallization is prevented. Fenders and headlights are not shaken to pieces. Loads are protected from damage. Maintenance as a whole is so greatly reduced that the saving effected by Gruss Twins soon pays for their cost and thereafter pays regular dividends on the total investment of the truck.'"

Our little folder, "7 Reasons Why Nationally Known Truck Operators Have Standardized on Gruss Twins," will prove interesting to you if you want to know how others are cutting truck maintenance. Write for it today.

THE CLEVELAND PNEUMATIC TOOL CO. CLEVELAND, OHIO

Distributors and Service Stations in 150 Cities

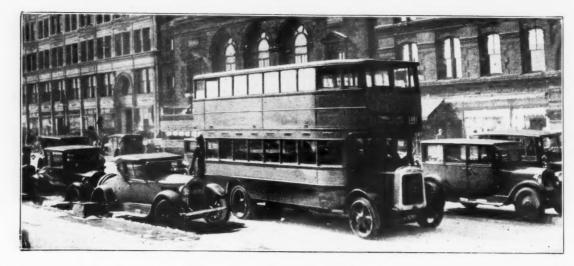
Distributors— A few desirable territories are available. Write now for details

GRUSS AIR SPRINGS

for Trucks, Buses
Passenger Cars ~_



TIMKEN



97,000 miles in Chicago traffic without repairs

Stopping and starting continually in the world-famous Chicago traffic jam, the Timken-equipped coaches operated by The Chicago Motor Coach Company have set up brilliant performance records. This fleet has traveled a total of 31,720,331 miles in three years. The oldest rear axle in the lot has covered 97,000 miles without any attention other than lubrication.

On an average, there are six stops per mile per coach. And even though the 415 coaches cover more than 14,000,000 miles per year, all axle repairs are handled by *one man*.

The operating company ascribes its highly satisfactory axle records to the simplicity, ruggedness and dependability of Timken worm drive construction.



THE TIMKEN-DETROIT AXLE CO., DETROIT, MICH.

AXLES

Below is the American Railway Express Company's oldest Walker Electric Truck as it looked when it went into the service of the American Express Company on March 20, 1916.





And above is the same truck—No. 351—as it looks today in regular service for the American Railway Express at New York.

Before—and After 10 Years of Continuous Service

"Before we select equipment we make a careful analysis of the hauling problem involved," Edward E. LaSchum, general superintendent motor vehicle equipment, American Railway Express Company, writes in March System Magazine.

10 Years—97 Repeat Orders—639 Walkers

Since the former American Express Company put its first Walker Electric Truck into service on March 20, 1916, Mr. LaSchum's company and its components have purchased 639 Walker Electrics on 97 repeat orders. Hundreds of the best known concerns in America use and want more Walkers—and dealers are profiting. That should interest you. Write us.

WALKER VEHICLE COMPANY

Leading Manufacturer of Electric Street Trucks

CHICAGO

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

THE



There is only ONE "Gram"

—and this name has stood for Twenty-five Years and Today gives you AMERICA'S GREATEST DOLLAR VALUE. Be sure you connect direct with Gramm and not with his Imitators.

GRAMM & KINCAID MOTORS, INC.

Member of Motor Truck Industries, Inc., of America



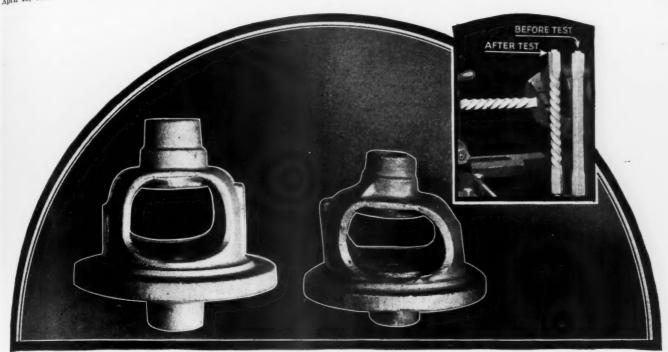
Bricks stacked as unloaded from special brick handling body



GRAMM & KINCAID TRUCKS AND BUSES

Power Where Required-Speed When Desired

RNAL 15, 1926



Before and After Distortion

Certified Malleable Differential cage for an automobile, pounded and twisted without sign of fracture or failure.

Certificate Holders During Quarter Ending March 31, 1926

	Voorheesville, N. Y.
Albany Malleable Iron Co	Albion, Mich.
American Chain Co	Bridgeport, Conn.
American Malleable Castings Co	
American Malleables CoLancast	ter, N. Y., and Owosso, Mich.
Badger Maileable & Mfg. Co	South Milwaukee, Wis.
Baltimore Malleable Iron & Steel Casting Co., .	
Belic City Malleable Iron Co	
Chain Belt Co	
Chicago Malleable Castings Co	
Columbia Malleable Castings Co	
Columbus Malleable Iron Co., The	
Danville Malleable Iron Co	
Dayton Malleable Iron Co., The	Dayton, Q. Ironton, Q.
Decatur Malleable Iron Co	
Devlin Mfg. Co., Thomas	
Eastern Malicable Iron Co., The	
Works, Naugatuck, Conn.; Bridgeport Malica	
Conn.; Troy Malleable Iron Works, Troy, N	
Iron Works, Wilmington, Del.: Vulcan Iron	
Eric Malleable Iron Co	
Federal Malicable Co	
Fort Pitt Malleable Iron Co.	
Frazer & Jones Co	Pittsburgs, Pa.
General Electric Co	
Giancy Malicable Corporation	Waukesha, Wis.
Iowa Malleable Iron Co	
Kalamazoo Malleable Iron Co	
Laconia Car Co	
Lakeside Malleable Castings Co	
Link-Belt Co	
Marion Malleable Iron Works	
Moline Malleable Iron Co	
National Malleable & Steel Castings Co.,	
Cleveland, O., Chicago, Ill., Indianapolis, Ind	
Northern Malicable Iron Co	
Northwestern Malleable Iron Co	
Peoria Malleable Castings Co	
Pittsburgh Malleable Iron Co	Pittsburgh, Pa
Rhode Island Malleable Iron Works	Hillagrove, R. I.
Rockford Malleable Iron Works	
Ross-Mechan Foundries, The	
St. Louis Malleable Casting Co	
Saginaw Products Co	Saginaw, Mich
Standard Mallcable Castings Co	
Stowell Co., The	
Superior Steel Castings Co	
Symington Co., The	
Temple Malicable Iron & Steel Co	Temple, Pa
Terre Haute Malleable & Mfg. Co	Terre Haute, Ind
Trenton Malicable Iron Co., The	Trenton, N. J
Union Malleable Iron Co., The	
Vermilion Malicable Iron Co	
Wanner Malleable Castings Co	mmond, Ind., and Beloit, Wie
Warren Tool & Forge Co	
Webster Mfg. Co., The	Chicago, III
Wisconsin Malleable Iron Co	Milwaukee Wie
York Mig. Co	

Resistance to Shock and Abuse

In the automotive field Certified Malleables are specified for vital parts that are subject to sudden shocks, twisting strains and violent blows.

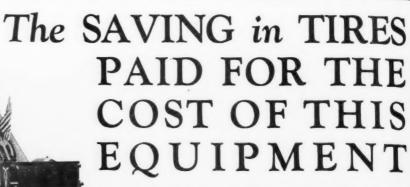
Designing Engineers are turning to a careful study of this material because of its definitely established and uniform physical properties. Ability to withstand shock and abuse is one of the characteristics that frequently enables them to effect economies in both manufacture and maintenance by specifying Certified Malleable Iron.

It can be hammered, bent and twisted to a surprising degree without fracture or failure. The safety of valuable equipment and often of life itself is obtained by the use of Certified Malleable for vital parts of automotive equipment.

Certified Malleables are uniform in structure and other physical properties—regularly exceeding 50,000 lbs. tensile strength, 10% elongation and 30,000 lbs. yield point.

AMERICAN MALLEABLE CASTINGS ASSOCIATION UNION TRUST BUILDING CLEVELAND, OHIO





Westinghouse Air Suspension is an economic necessity.

Increases tire mileage.

Decreases maintenance cost.

Increases average speed.

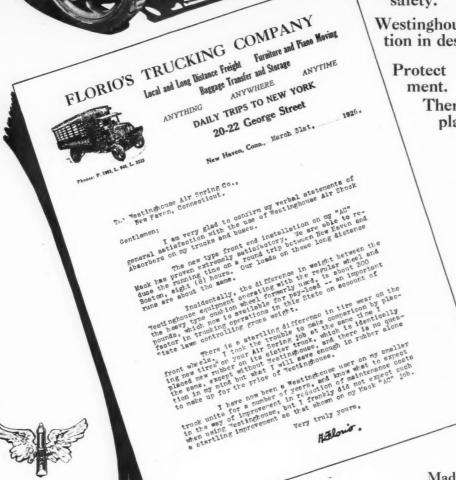
Decreases live load breakage.

Increases driver efficiency and road safety.

Westinghouse guarantees 65% reduction in destructive Road Vibration,

Protect your customer's investment.

> There is a valuable dealer plan for qualified concerns.





Made in Three Sizes for Every Type of Bus and Truck

WESTINGHOUSE AIR SPRING COMPANY

FACTORY AND GENERAL OFFICES **NEW HAVEN** CONNECTICUT

FACTORY

New York Cleveland BRANCHES San Francisco Los Angeles

Boston Chicago Philadelphia Atlanta

NAL



Performance Sell's This Truck



Commerce SD-11 Roadbuilder

A fast, sturdy, long-lived, light dump truck built exactly to the contractor's own ideas. Continental S4—four-cylinder motor, $4\frac{1}{4}$ "borex $4\frac{1}{2}$ " stroke. Special bevel gear rear axle. Extra heavy semielliptic front and rear springs. Unit transmission. Double internal brakes. Radius rod drive. All steel automatic dump body of $1\frac{1}{3}$ yards capacity. Write for complete description of this popular job.

-the Commerce Relay Axle Drive

"It does pull out"—that's why the Commerce Relay Axle Drive Truck sells itself to the most skeptical dump truck operator. Here is a truck which will out-perform any other truck of similar capacity under any conditions—will deliver thirty per cent more work—with thirty per cent less operating expense.

The Commerce Relay Drive Axle embodies an entirely new method of applying power to the rear wheels of a motor truck. The power of the motor, the momentum, the weight of the load—all these forces are utilized in moving the rear wheels. In other words, the entire truck with the load gets under way first and aids in pulling out the rear wheels.

With such advantages, the Commerce Relay sells, and sells readily—strictly on a performance basis. Do you want your share of this business? Do you want to sell trucks—not prices? To make profits—not just sales? If you do, write or wire us today—find out if your territory is still open. Particulars of the Commerce franchise and descriptions of the complete Commerce line will be furnished you.

Commerce

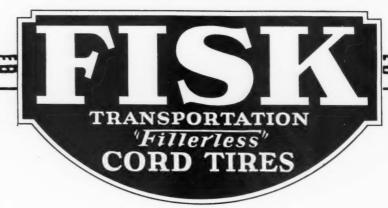
COMMERCE MOTOR TRUCK COMPANY YPSILANTI, MICHIGAN

Export Dept.: 132 Nassau St., New York City Cable: Commerstrux

THE COMMERCE RELAY—SPECIFICATIONS

MOTOR—Continental 6B, six-cylinder, vertical L-head, 3¾ bore x 5 stroke, 70 horsepower. Timken I-beam front axle. Commerce Relay Rear Axle. Multiple disc clutch. Transmission amidships, 4 speeds forward, 1 reverse. Gear ratio, 9.28 to 1. Frame, extra heavy, 71-16 section, 5 cross members, 2 brace rods. Front springs, special Commerce compound construction for easy riding. Rear springs, 54 long, 3 wide. Wheels and tires—front,

steel spoke type with 36 x 6 pneumatic cords—rear, solid disc, 40 x 12 solids. Footbrake on transmission, emergency internal expanding on rear wheels. High tension magneto. Electric head and tail lights, starting motor, generator and battery. Equipment—lighting and ignition switch, ammeter dash light, choke and oil gauge on instrument board. Horn button on steering wheel. Electric horn. Front bumper.



A Tire Dealers Like to Handle

Dealers like to handle the Fisk Transportation "Fillerless" Cord Tire because of the satisfaction it gives the customer.

Scores of voluntary testimonials from bus and truck owners in every part of the country praise these Fisk Transportation "Fillerless" Cords for their uniformly high mileage records under exacting conditions of heavy service.

This great bus and truck tire is kept constantly before the public through its constant successful service and through national advertising. It means a big opportunity for you to increase your profits.

Full information on the Fisk Truck Tire Franchise will be sent you without delay. Write us today.

The Fisk Tire Company, Inc.

Chicopee Falls, Massachusetts

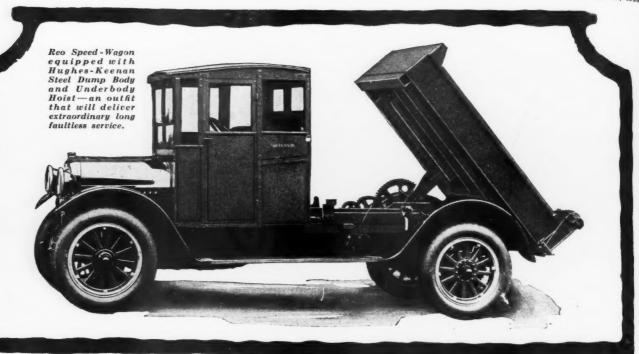


Wanted Business Builders

MEN to help construct a huge business. An unusual opportunity for earnings and advancement.

A large manufacturer occupying an impregnable position financially—for over twenty years serving the public with a dependable line of motor trucks—with Branch Houses and Distributors in every important city—is adding a new line of popular priced light duty trucks which are being produced and sold in large volume. Increasing business necessitates adding a few high-grade men including Retail Sales Managers, District Field Supervisors, Retail Salesmen and Transportation Engineers.

Requirements: Character-Experience-Ability -Energy. Address by letter only Mitchell-Faust Advertising Co., 7 South Dearborn Street, Chicago.



Right at the Critical Moment

AN important profitable contract—with a time limit and penalties attached to it . . . a run of bad luck, wet weather, unexpectedly rocky earth to be moved . . . the eleventh hour, but still a chance to finish on time . . . and then a dump truck or two breaks down when not one can be spared!

How much does a contractor care what a dump truck costs him if it fails right at the critical moment?

Hughes-Keenan Dump Bodies won't break down. They are made in every part with a safety factor of honest steel, a wide margin of dependability that thousands of contractors have proved over and over to their satisfaction and profit. Your customers will always find Hughes-Keenan Dump Bodies right at the critical moment.

Made in sizes and styles to meet all needs, with gravity, underbody and vertical hoists, for all makes of light trucks. Write for the facts.

A Complete Line

for all kinds of light trucks. 1 yd. and $1\frac{1}{2}$ yd. bodies with gravity and underbody hoists.

Dump bodies 96" and 108" long with underbody hoists, using frame extensions on smaller trucks. Coal dump bodies 72" and 84" long.

Hopper and Garbage dump bodies.

Ice bodies.

Oil Tank bodies. Steel Buck Seats.

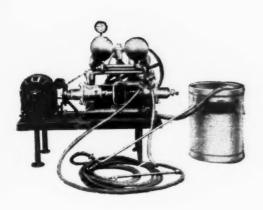
Complete body accessories.

THE HUGHES-KEENAN CO., BOX 21, MANSFIELD, OHIO

HUGHES-KEENAN Steel Truck Bodies



Make Your Trucks Traveling Advertisements



\$40000

A clean truck displaying your name conspicuously is a constant advertisement for you as it goes through the streets.

The Kellogg Car Washer enables you to keep your fleet of trucks clean at a minimum expenditure of money and effort.

It's a two gun, heavy duty outfit, simple to operate. A twist of the gun produces a stream ranging from 300 lbs. pressure to a fog-like mist.

Two men can work simultaneously with the Kellogg Car Washer, one going around with a fine stream soaking up the mud and dirt and the other following with a high pressure stream removing it.

The Kellogg Car Washer is priced at an attractive figure and can be effectively employed to cut down your washing time.

Write us for illustrated literature

Kellogg Manufacturing Company Rochester, N. Y.

KELLOGG G

To "O

tl

Important to the Bus and Truck Industry

Since the early years of the motor truck industry



has served both the consumer and manufacturer with a fidelity that has won it a high place in the field of business paper publications.

In order that this service may be broadened and enhanced—and that the publication may not only maintain but increase its leadership—it will, effective with the May 10, 1926, issue, be renamed

Moperation & Maintenance

and come forth with a more comprehensive editorial policy, changed typographical dress and a broadening in scope to cover with unique thoroughness a field and a market which are growing in importance by leaps and bounds.

The owners of thousands of bus and truck fleets thruout the country have vitally important problems which directly concern operation and maintenance.

This not only indicates but necessitates a publishing service that will specifically and peculiarly meet their situation.

Millions of dollars are invested in rolling stock. There is a huge investment in garage and service equipment. Many corporations are making handsome returns on their investments. Others are less fortunate, because the great problems of operation and maintenance have not been mastered.

Important to the

Bus and Truck Industry

To educate, to help, and to insure an adequate return on the investment will be the policy of "Operation & Maintenance."

An indication of the enormity of the bus and truck fleet business can be gained from the following estimate of sales in the commercial car field during 1926.

Motor Trucks and Buses		\$475,000,000
Tires for Replacement		250,000,000
Gasoline		450,000,000
Lubricating Oils and Greases		52,000,000
Special Bodies		75,000,000
Replacement Parts and Supplies		145,000,000
Brake Lining		
Batteries	13,000,000	
Bearings	22,000,000	
Piston Rings	9,000,000	
Pistons	14,000,000	
Radiators	12,000,000	
Springs	16,000,000	
Ignition Apparatus	14,000,000	
Miscellaneous	28,000,000	
	\$145,000,000	
Special Equipment—Hoists, Winches, Cranes, etc		25,000,000 205,000,000

\$1,677,000,000

It is a great and wholesome market. And a very appreciable percentage of the market will be the subscriber audience of "Operation & Maintenance."

A circulation drive, now in progress, means placing a buying power of bus and truck fleet owners at the disposal of advertisers that is unusual—both in size and character.

For additional information, address:

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d

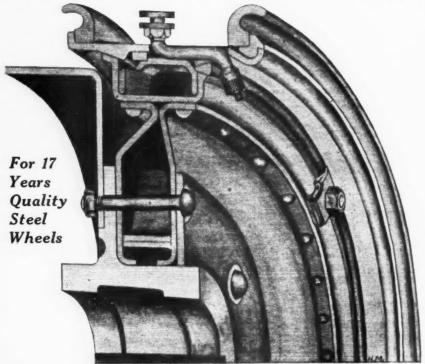
CHILTON CLASS JOURNAL CO.

Publishers

Chestnut and 56th Streets

Philadelphia, Pa.

WROUGHT STEEL Demountable Rim WHEELS



for Motor Trucks and Buses

Economical

Practical

Always Reliable

Manufactured by

INDESTRUCTIBLE WHEEL CO. LEBANON INDIANA, U. S. A

Wheels That Stand the Test



ARE you getting the profit you should out of the truck business? Let us show you the way to greater profits.

A full line of trucks, close factory cooperation through direct personal contact, and a workable sales plan. Write today for the Gramm-Bernstein proposition.

GRAMM-BERNSTEIN TRUCK CORPORATION OHIO

24 Years Experience Engineering Trucks



CPRING-PERCH Springs are nearly 80 years — and knows how. made from rigidly tested alloy
steels. Under thermostatic pyrompension for your new trucks or

eter control, specially designed furnaces harden and temper these highgrade steels the Spring-Perch way.

Our organization has been making springs for

buses let us give you the benefit of our wealth of experience in solving your spring problems. entails no obligation on your part. Send us your specifications.

Clarence F. Tollzien Direct factory representative for Michigan and Ohio Office: 5-251 General Motors Building, Detroit, Mich.

Telephone-Empire 7298 Detroit

SPRING-PERCH COMPANY

Makers of Springs Since 1843

STRATFORD

CONNECTICUT



Here, Owners Judge Trucks as Investments

THEY think twice about price when buying a truck. But what to think about operating-cost?—that's more to the point than "price."

When it comes to a figure on operating-cost, they have to leave most of the thinking to a

YELLET HUB ODOMETER

A VEEDER tells the truck-miles run, to check against the cost of supplies and maintenance. To Gives the owner his cost per mile, mechanically correct.

It tells what to think of a truck as a paying investment. The most vital facts in truck operation, for the cost of a Veeder Odometer!

REGULAR MODEL (list) . . . \$20.00 FORD TRUCK MODEL . . . \$15.00

Full information to Dealers on request.

The Veeder Mfg. Co. 10 Sargeant Street Hartford, Conn.

Sales and Service Stations in

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
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Chicago, Ill.
Cincinnati, Ohio
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Denver, Colo.
Detroit, Mich.
Indianapolis, Ind.
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New Orleans, La.
New York, N. Y.
Philadelphia, Pa.
Pittsburgh, Pa.
Providence, R. I.
Rochester, N. Y.
St. Louis, Mo.
St. Paul, Minn.
San Francisco, Cal.
Syracuse, N. Y.
Tacoma, Wash.
Toronto, Ontario
Washington, D. C.
—and other cities.

Concrete roads are an investment
—not an expense

These Arizona Concrete Roads Earn \$1,000,000 a Year

All Maricopa County is talking about the returns from its most profitable investment—330 miles of county roads paved with concrete

These are paying large dividends to farmers, ranchers, and the people of Phoenix, Arizona, the county seat and state capital.

After the roads were concreted—

The Maricopa Creamery Company hauled 30 per cent more products, at 25 per cent less cost—and the quicker delivery meant milk and cream in better condition.

The Arizona Storage & Distributing Company reduced its hauling costs 33 per cent, and passed this saving on to patrons by charging one-third less for hauling over concrete roads than over dirt roads.

Lin. B. Orme, farmer, operating 200 acres, found his smallest draft team could pull 7,500 pounds on concrete; 4,000 pounds used to be the limit over dirt. His automobile tires now average 15,000 miles. On the old dirt roads they averaged barely 3,500 miles.

The Bartlett-Heard Land & Cattle Company, operating 2,500 acres, paid 10 cents per ton mile for grain haulage in 1923 over the concrete roads; on the dirt roads, in 1918, the cost was 20 cents per ton mile.

These examples are only a small part of the story. Reliable figures, vouched for by Maricopa County taxpayers, prove that their 330 miles of concrete roads are paying a net profit of almost a million dollars a year! We will gladly send you the figures on request.

Our free booklet R-3 contains many interesting facts about concrete roads.

Write for your copy.

PORTLAND CEMENT ASSOCIATION

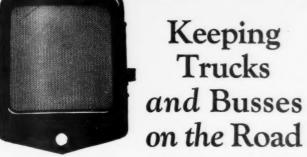
111 W. Washington St. CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

Offices in 31 Cities

AL





Every minute in the shop cuts down the profit a bus or truck can earn. We should welcome an opportunity to show some hard figures taken from practical experience records, together with accurate engineering data to show what Perfex Radiators have done and are doing to keep many well known jobs on the road.

Extract from letter from Mr. A.G. Boone, President, Miami United Truck Co., Miami, Florida:

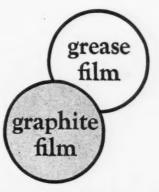
"United has about fifty trucks in Miami and on not a single truck have we experienced any radiator trouble whatever. The mounting is ideal for our rough roads, and the core cools properly under the extremely hot temperatures. The entire job is standing up as nearly perfect as possible."

The Perfex cross-braced, bronze-core unit construction not only provides efficient cooling,—it takes a big step in the right direction for cutting down trouble throughout the motor. It has been made standard by over 100 well known manufacturers. Let us tell you all about this radiator and the modern service that goes with it. Our engineers collaborate with your own or give complete designs and specifications.

RACINE RADIATOR COMPANY, Racine, Wis.

Pacific Coast Representative
ENGINEERING & SALES COMPANY
24 California St., San Francisco, California

PERFECT RADIATOR



Two good lubricants in one.....double insurance against trouble

Dixon's 677 Graphited Grease doubly films gears. First with the graphite film. This is so fine it can hardly be seen under the microscope. Yet it resists metal-to-metal contact with the strength of steel. Then the petroleum grease film.

Dixon's 677 contains absolutely pure flake graphite. It clings to gears always. Gears slide easily and are protected from the extra wear that comes between the time the engine starts cold and the time the gear-box warms up.

It pays to see that your customers get this double insurance against trouble. See that

they use Dixon's 677 in transmissions and differentials.

Writeforthe "Dixon Dealer Deal No. 112-G."



Joseph Dixon Crucible Company
Jersey City, N. J. Established 1827

DIXON'S 677

GRAPHITED GREASE—2 good lubricants in 1

USERS OF SPICER PROPELLER SHAFTS (One of a series)

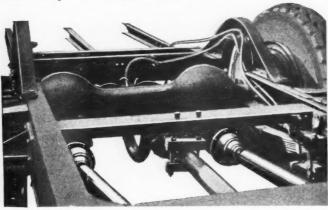


 B_{years}^{USES} came into popularity just in time to benefit by the years of patient research that developed successful gasoline-electric drive. All gear-shifting is eliminated in these smooth-running, swift-accelerating vehicles, which were designed co-operatively by Fageol Motors Co. and General Electric Co.

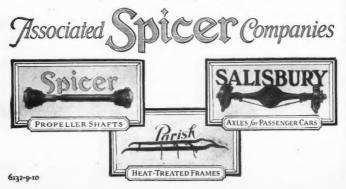
Spicer Universal Joints

 $(Type\ R)$ serve as cushions for the electric drive units worked out by General Electric Company, and Spicer Propeller Shafts $(Type\ G)$ transmit power from the twin electric motors through individual gears to each rear wheel.

Spicer engineering has also been a distinct contribution to the development of this new vehicle.



Spicer Manufacturing Corporation, South Plainfield, N. J. Parish Manufacturing Corporation, Reading, Pa. Salisbury Axle Company, Jamestown, N. Y.



Hand This to the Next Customer You See

Let Me Suggest-

The most economical cost system I know of. Other motor fleet owners and operators have tried it at my suggestion, and say it is fine.

The Motor Transport Standard Cost System is a simple, convenient and inexpensive method of keeping close tabs on your trucks and drivers.

It costs only \$9.50 for 500 Driver's Cards, 60 Monthly Summary Sheets, 1 complete Instruction Book and 1 Binder.

I don't get a cent out of it, but if it makes more money for you, that should mean better business for me. I'm glad to pass along the idea.

The address is:

CHILTON CLASS JOURNAL COMPANY

Chestnut and 56th Sts.

Philadelphia

Your Dealer



Plenty of Power ~ Yes enough to wreck the bus,

Kill the passengers,
Swallow up all your profits,
Get you into a dozen
different kinds of trouble~
IF IT'S Uncontrolled

Yes sir! And a bus without a governor is uncontrolled. You have no positive means of knowing what your driver is doing when he's miles away from your office. Schedules may help a little—but if he's late, or if he has been loafing along an "easy" stretch—they actually give him an excuse and an incentive to speed.

Then when he does speed, you take the risk. You have to foot the bills for repairs, replacements, and the ruinous depreciation that inevitably comes with the vibration and road shock of "hard driving." If an accident should occur, your profits will go to pay the piper. Frankly, it isn't worth taking the chance, when for a practically negligible outlay you can fit each of your bus motors with an efficient PIERCE GOVERNOR and seal operating speeds at what you know to be a safe and economical maximum, thus protecting yourself, your equipment, your schedules and the comfort of your passengers.

Pierce Governors are the "standard" recommended and used by leading bus motor manufacturers.

The subject of governors is becoming more and more vital. It concerns profits more intimately than most operators realize. Our booklet No. 33 contains a lot of interesting facts and data. May we mail a copy to you?

THE PIERCE GOVERNOR CO.

"World's Largest Governor Builders"
ANDERSON, INDIANA



THE Ohmer Odometer is the ideal mileage meter for vehicles that see hard use. That's why it is the choice of so many owners of Drive-Yourself cars, trucks, and all types of commercial vehicles.

It is simple in design, rugged and substantial in construction. There is no fine mechanism to get out of order. Nothing to break—nothing to wear out.

Infallibly Accurate

It is not affected by the jars and jolts of hard driving and rough roads. Its counter mechanism, driven from the transmission travels only 1/16 as fast as the ordinary speedometer

Ohmer

Products

Odometers

Hub Odometers

Truck Auditors

Recordografs

Fare Registers
Fare Boxes
Transfer Machines

LOOK FOR THIS SIGN

AUTHORIZED

SALES NO SERVICE

PRODUCTS

HMER

Taximeters

—a reduction in speed that removes the destructive influences of vibration and friction

For those reasons it is infallibly accurate under all conditions. Its unusually large figures, always in perfect alignment, show at a glance, even many feet away, the cumulative mileage total.

It is easily and quickly installed wherever you want it—on dash, floor, seat support, or side frame. And once installed, it requires no further attention—giving years of trouble-free service.

Get All the Facts

It is the product of the largest manufacturer in the world of mileage and fare recorders. Back of it are 26 years of engineering experience and manufacturing resources in the developing and perfecting of various precision recording instruments.

Get all the facts about this sturdy, dependable, durable Odometer. See for yourself why so many fleet owners and Drive-Yourself companies are adopting it as standard equipment. Write now for copy of our free book outlining a simplified system for truck and bus cost accounting.

OHMER FARE REGISTER CO. Dept. B-1 Dayton, Ohio, U. S. A.





Talk to anyone anywhere in the automobile industry about Mather springs and you will find that each holds them in the highest esteem.

THE MATHER SPRING COMPANY, TOLEDO, OHIO



Standardization!

In that one word you have the key to profits in the motor truck field.

Our new franchise, backed by 16 years' experience, does not require you to stock parts—or put your money into anything you cannot see as good business.

We have standardized our trucks; now we have put our sales franchise on the same plane. Can we say more?

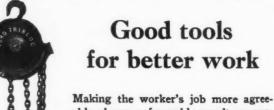
Write us today for details!

The United States Motor Truck Co.

CINCINNATI, OHIO

Established 1909 Capitalizatio

TRIBLOC CHAIN HOIST



Making the worker's job more agreeable shows a favorable result on production cost sheets.

Get this result in your shop by transferring the costly drudgery of load lifting to sturdy Tribloc Chain Hoists. Proper load-lifting devices keep your mechanics at the job they're paid to do.

We will gladly tell you how Triblocs can be used to advantage in your shops—making more profitable the efforts of hard-to-get mechanics.



Send for Catalog 7-B

FORD CHAIN
BLOCK COMPANY

Second and Diamond Sts. Philadelphia, Penna.



Over 3 Million Owners of Original Bosch Magnetos know the meaning of dependable ignition

Practical, automotive experience, the use of only the finest materials obtainable; accuracy of design and painstaking attention to details of manufacture, are the factors that combined, years ago, to establish the *original* Bosch Magneto as "Standard of the World".

Today, these same good qualities have carried on to the extent that now over 3,000,000 owners of original Bosch Magnetos know the meaning of dependable ignition under all conditions.

Sell Bosch Ignition Equipment to those of your customers who own motor busses, commercial cars, gas engines and tractors. There are good profits, good will and a reputation for quality goods in store for the Automotive Equipment Dealer who handles the *original* Bosch line, including magnetos, generators, spark plugs, starters, etc. Write for schedule of prices.

Robert Bosch Magneto Company, Inc., 119c West 64th St., New York, N.Y. Chicago Branch: 1302 South Wabash Avenue.

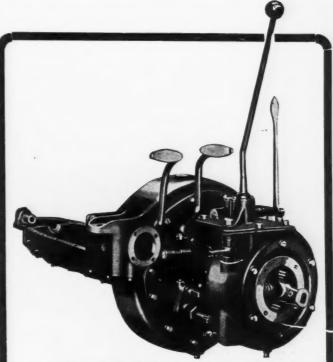


This trade mark and the name "Robert Bosch" are your guaranty of original Bosch quality as known the world over since 1887. Specify "Robert Bosch" in order to get the original and genuine.

The Original Sosch

ROBERT BOSCH MAGNETO COMPANY, INC.

No connection whatsoever with the American Bosch Magneto Corporation



The Public Want

Himico transmissions have earned a reputation for themselves in their particular field because they provide something for which the truck-using world has long been looking—the simplicity, serviceability and satisfaction of Ford vehicles with the added feature of flexibility under abuse which only Himico can give. The man who wants freedom from band troubles, who wishes to use every ounce of power in the Ford engine, and who desires to carry the maximum load which the Ford chassis can support finds in Himico the very device he needs.

finds in Himico the very device he needs.

There is no competition. No other device on the market today designed to do similar work on a Ford chassis, has the intrinsic values of Himico. It is the best value of any standard, weight, quality or utility, now before the public.

That's the Reason for the Demand

Creameries, Telephone Companies, Contractors, Road Builders, Lumber Dealers, Manufacturers, Coal and Building Supply Dealers, Public Utility organizations and scores of other lines are asking for and demanding Himico. This type of buyer does not guess—he Knows Values.

Are You Ready to Supply Him?

As an automotive dealer you ought to study your own interest side by side with the benefit to your customers and if you investigate Himico you will find it produces more Cash profit to you than any other item you may handle. Let us show you how to increase the gross return on Ford-Himico installations a full 8%-8% meaning nearly 40% more actual money in your till than you now have on a new Ford truck sale.

This is Worth Investigating

Himico replaces the Ford transmission. It provides a 3-speed sliding gear transmission, clutch, flywheel, bell housing, crank-case, transmission brake, foot accelerator, clutch and brake pedals. The list is \$137.00 F.O.B. Detroit. Fourth forward speed (42-1-in-low) \$15.00 extra.

The removal of Ford parts replaced by Himico materials leaves on your hands fast-moving parts of a list value of \$56.30 to be sold or returned for credit as you elect. This source of profit is a unique Himico feature.

Write Today for Details

HINKLEY MOTORS, INC.

(Builders of Hinkley Heavy-Duty Automotive Engines)
P. O. Box J-839
Detroit, Michigan

TRANSMISSIONS POWER PLANTS

ALL Requirements

10 Models

to

Choose

From

STOPS TROUBLES

Before They **START**

- -Saves repairs
- -Betters truck service
- -Ends carbon troubles
- -Saves costly replacements
- -Prevents truck idle-ness, and increases hauling efficiency.

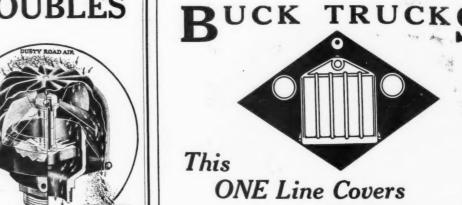


The UNI AIR CLEANER

—adopted by Republic, Sterling, Garford and others—leads all in simplicity, dependability and dust exclusion. It keeps 99% of the road dust out of the motor. Requires no oil, no water, no cleaning, no emptying—no attention whatever for the life of the motor. Guaranteed. 5 years' successful record. Used by more than 140 manufacturers

WRITE FOR PRICES

United Manufacturing & Distributing Co. CHICAGO, ILL. 9704 Cottage Grove Ave.



With ten models ranging from 11/2 to 71/2 tons, Buck dealers are always able to offer an entirely appropriate truck to every prospect, no matter how highly specialized his require-

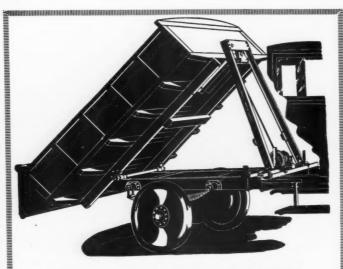
Moreover, Buck trucks are built of nationally known units whose durability and quality are beyond question.

To dealers who can see and appreciate the value of a line like the Buck, we offer a highly attractive franchise.

If you are interested, write us.

BUCK MOTOR TRUCK CO.

Bellevue, Ohio, U. S. A.



ROCK HAND HOIST

A well designed and carefully built hand hoist for motor truck dump bodies.

Cut gears are used on the winch.

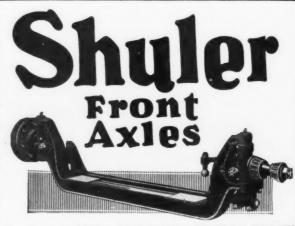
Can be mounted on any width of chassis without change.

TYPE G for bodies up to 1½ ton capacity, occupies 5" to 6½" space. Price without body hinge....\$58.00 With body hinge\$65.00

TYPE K for bodies up to 5 ton capacity, occupies 7" to 8¼" space. Price without body hinge.....\$75.00 With body hinge\$85.00

PRICES F. O. B. WATERLOO, N. Y.

ROCK MANUFACTURING CO., Waterloo, N. Y.



For: TRUCKS, MOTOR BUSSES, TAXIS, TRACTORS, TRAILERS

Not a Side Issue

E manufacture FRONT AXLES only. By specializing on this major unit-our customers and users know that we make a superior FRONT

Shuler Axle Co.

Louisville, Kentucky

Member of Motor Truck Industries, Inc., of America

RNAL

:8

ILERS



Ranging from the dependable and economical Speed Truck to the powerful Heavy Duty models Gotfredson offers a complete line suitable for all transportation requirements.

> A Gotfredson Sales Franchise can be had in certain territories

Gotfredson Corporation MOTOR TRUCK DIVISION

3601 Gratiot Avenue Detroit, Michigan.

tewarts



The construction of our Steel Bodies is unsurpassed for workmanship, practicability, rigidity and performance. Made in various models and sizes to take care of all requirements.

The Stewart Iron Works Co.

CINCINNATI, OHIO

Incorporated

COVINGTON, KY.

MANUFACTURERS OF

BODIES BUMPERS

CABS DASHES RADIATOR GUARDS



No other garage jack can come up to the RELIABLE HYDRAULIC No. 59 for strength, simplicity, ease of operation, safety and ability to function in tramped quarters.

No. 50 slides under any low hung differential like a snake.

5½ inches of clearance will do. Visualize what this means with the rule.

with the rule.

ONE INCH of handle swing and you can lift the heaviest bus, car, or truck with any type of tires, TEN INCHES into the air as easily as you open a door.

No. 50 harnesses hydraulic force and makes it do the backbreaking work. Just pull the handle back and forth—one inch will do—or pull it all the way down if you have the room and up goes the car.

and up goes the car.

Rough floors do not bother it for there's ample clearance. Roller bearings on all wheels. At the side of the handle is a handy release valve. The load may be lowered at once or by degrees. No bucking handle to shoot you through the back wall. No levers, ratchets, dogs, chains, toggles or tricks.

THE CAR IS ALWAYS UNDER PERFECT CONTROL AND THE JACK OPERATOR SAFE

Specifications

Low point 5½ inches
High point 15½ inches—ten
inches raise.
Weight 133 lbs.

Length of jack 4 ft.
Length of handle—44 inches.
Overall length of jack and
handle-7½ ft.

ELITE MANUFACTURING CO.

Dept. M-3 Ashland, Ohio

Northwestern Branch
G. A. Ashton Co., St. Paul, Minn.
(Complete stock carried in Ashton
Bldg.)
Southwestern Branch
The Carroll Co., Dallas, Tex.
(Complete stock carried in Carroll
warehouse)

Sales Representatives Motor Products Co.,

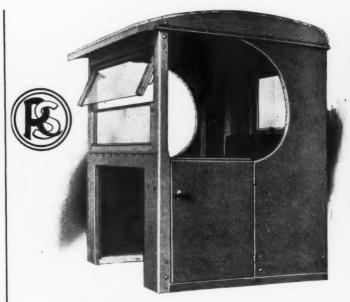
149 Church St., New York, N.
The L. E. Spencer Co.
415 Nashville Trust Bidg.,
Nashville, Tenn.
A. E. Mohrig,
1450 Pine Street,
San Francisco, Calif.



The Cleveland Welding & Mfg. Co. Cleveland, Ohio







ANNOUNCING: A crescent shaped Truck Cab is now being produced by the makers of the well-known Rain or Shine Cabs.

DEALERS: You have had inquiries for this type of cab; ask for prices and deliveries.

THE GENERAL WOODWORK CORPORATION

RAIN OR SHINE CABS

One-Man Operation

using Canton Portable Hoists in your shop. As a labor-saver it will soon pay for itself. Strongly reinforced semisteel castings make an overstrong lifting arm. Hook, block and tackle are drop forged and chain is BBB hand forged.



Canton Foundry & Machine Co. Canton, Ohio York Office: 203 E. 15th St.



Write Today for the Canton Catalog

Angular Contact Radial Bearings Angular Contact Thrust Bearings Thrust Ball Bearings

Made to the blueprints and dimensions required

"Star" Ball Retainers

for Thrust, Magneto and Cup and Cone Bearings.

THE BEARINGS COMPANY OF AMERICA Lancaster, Penna.

> WESTERN SALES OFFICE 1012 Ford Bldg., Detroit, Mich.



IAL



A complete line of motor trucks, ranging from 6-cyl. speed models of 11/4-2 ton and 21/4-3 ton capacity up to the big, powerful 5-7 ton heavy-duty size, built by one of the oldest manufacturers enjoying the reputation for "In-Built Quality," rolls up big profits for live dealers— Selden Motor

6-Cylinder Motorbuses

Liberal time payment terms.

Exclusive selling rights to responsible dealers.

Correspondence invited, full details cheerfully given.

Selden Truck Corporation, Rochester, N. Y.



PUR LATOR

THE OIL FILTER

The one oil filter proved and adopted by the industry

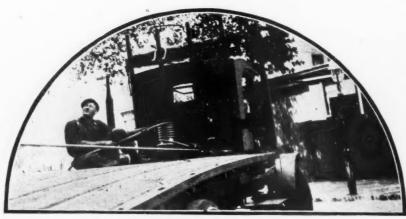
MOTOR IMPROVEMENTS, Inc. 1805 Frelinghuysen Avenue

Newark, New Jersey

For hoisting loading unloading setting pulling moving

machinery, boilers, safes, stones, steel, smoke-stacks, poles, transformers, dynamos, houses, trees, tanks

power winches



GOING

The "SILENT HOIST"

THE

Line-a complete line of Motor Truck

Power Capstan & Drum Winches Cranes&Derricks

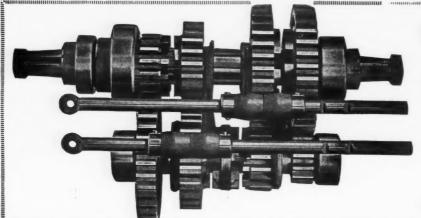
Complete descriptive and illustrative matter sent on request

SILENT HOIST CO.

302 McDougal St. BROOKLYN, N. Y.

or our agents in large cities





COTTA GEAR CO.

INDIVIDUAL CLUTCH TRANSMISSIONS

3½, 5 and 7 Ton Trucks

Notice the short, compact and husky

Long bearings in the loose gears.

COTTA GEAR CO., Rockford, Ill.



HERE is one sure way to reach the patient—that is through the doctor. He is the authority in all matters of health.

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There is one sure way to reach the truck owner—that is through the dealer. He is the authority on all matters automotive.

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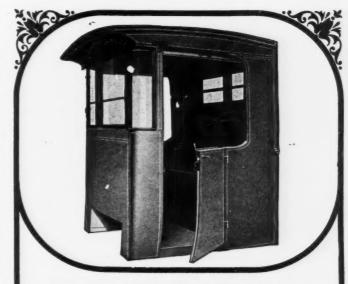
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Go Hand in Hand

GOVERN THE FIRST AND YOU REDUCE THE SECOND

Smash-ups—damage suits—burnt out bearings—low tire mileage—big oil and gas bills—all add to truck running expenses and are primarily caused by overspeeding.

Many of America's largest fleet operators—including the U. S. Post Office—have equipped their units with K-P Governors—the one governor that regulates speed without loss of power.

Available figures show an almost immediate sharp reduction in maintenance expense.

If you are anxious to effect such a reduction in truck maintenance, drop us a postal for details.

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We maintain a complete research department for the use of truck and bus manufacturers having transmission problems.

This service is available to all who wish to take advantage of it—and without obligation.

The value of Fuller Transmissions as a sales factor is proved beyond a doubt.

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Piston Rings

Quality Brand Rings are individually cast from a special formula close grained, tough grey iron. All metal is carefully watched and analyzed in our own laboratory and kept a few points softer than the proper quality of cylinder metal. It is one reason why all Quality Brand Piston Rings are uniform in texture, strength and resiliency.

The razor edges of Drainoil slots cut and scrape excess oil from cylinder wall. All slots, scientifically designed as to length, width and spacing, immediately fill with this excess oil which passes through them to the oil relief holes drilled in piston groove. A Drainoil properly installed in lowest groove takes excess oil from the cylinder walls and returns it to the crankcase to be again put into circulation.

Drainoil has been adopted by leading automotive engineers and is recognized as the outstanding triumph in oil controlling piston rings.

Service Division - Oil Ring Department

The RING COMPANY?

Muskegon, Michigan